

Wednesday, January 11, 2017  
8:30 a.m. to 9:30 a.m.  
76 Main Street North

**PRESENT MEMBERS:**

Grettel Comas  
Reagan Hayward  
David Harmsworth  
Peeyush Gupta  
Kristina Romasco  
Jo-Anne Watson

**STAFF:**

Suzy Godefroy  
Andrea Magana

**CITY REPRESENTATIVE:**

Katherine Molnar  
on behalf of Bob Darling

**ABSENT**

Deborah Kinney  
Debbi Visser

**1. Call to Order:** The meeting was called to order at 8:39 a.m.

**2. 2016 Christmas Market:**

- Expenses – Suzy Godefroy – The budget was \$45,000 and was received by Finance on Monday. The budget was not presented because it is not final.
- Wrap Up meeting – Suzy Godefroy – A date for a formal wrap-up meeting is tentatively scheduled for Tuesday, January 17, 2017 at 8:30 AM. The BIA staff have already discussed internally on January 3, 2017. Discussion arose on City representation during the wrap-up meeting. The BIA staff confirmed that there will be City representation as well as some board members and the Events committee.

**3. 2016 Carriage Ride Program:**

- Expenses – Suzy Godefroy – The actual amount spent was about \$10,000 and the budget was \$25,000, therefore proving the significant savings by changing providers. This included the extension of the dates during Boxing Week from December 26, 2016 to January 1, 2017. Very positive feedback has been received at the BIA. Discussion arose about bringing up new times for the rides. The response was that the BIA will receive a report from Fairy Tale Carriage Rides as they took a tally of each ride. Discussion also arose on location of the rides. Resulted in being a City issue since it would have been ideal to have them at Garden Square, where the Market was taking place. There has also been extensive discussion about this topic within the City. Discussion arose on extending the route to the Heritage Houses, resulting in being a safety issue. Due to that, discussion arose on seeking a new provider and the budget, since if it is not booked in advance, the price may rise again.
- Wrap Up Meeting – A wrap up meeting was not discussed.

**4. 2017 Events Budget:**

Suzy Godefroy recapped the budget and reviewed for 2017 in November 2016. A walk through of the budget was presented.

**5. 2017 Events Schedule:**

- Taste of Downtown Brampton—February 27-March 12.
  - The decision to let restaurants offer specials or prefixed is still to be decided. During the second time, it was prefixed in alignment with Toronto's Winterlicious. Discussion arose on giving customers a passport where they will receive a ballot for a draw. The grand prize, for instance, can be dinner for a year in Downtown Brampton. Question on it wouldn't matter how many ballots customers fulfill. The restaurant will keep the ballot to make it convenient and get people moving around the 40 restaurants in downtown. On marketing, bloggers and foodies will be reached out. Other outlets include radio advertising, namely Z103.5 to attract younger audiences.
  - Discussion on developing a mobile app but responded into time constraints being the main barrier. There is going to be an online component but it is unsure if the customers actually visited, since the point is going to get them to come in, sit down, and receive their information for the ballot.
  
- Thursday Night Concert Series—starting June 1, 2017
  - The budget allocated is \$13,500. An attendee has also given approximately \$3,500-\$4,000 as well as the Master of Ceremonies fee. Discussion then arose on the Master of Ceremonies person should be from Downtown Brampton, especially with the price charged was not worth the amount spent.
  - Discussed idea is to get downtown businesses to sponsor the band each night, in an attempt to get exposure for the businesses.
  - Another idea discussed included having pop up shops on site. Therefore, the Master of Ceremonies can have some product(s) while the band is setting up and after the show. An attendee also brought up the fact that it will be difficult to either manage their store or hire 2 people to occupy the booth.

**6. Classic Cars Committee for 2017:**

A budget of \$32,000 is ear marked, since last year projection was about \$22,000, and the actual spent was \$30,000. Another \$10,000 was added because of laneway programming. With the success of the laneways, they should be continued on building them.

Discussion on incorporating a jazz component was brought up, but there are other groups getting jazz festivals also occurring, and having jazz during Class Cars could be conflicting. The topic of having another event in August or September was also mentioned along with the need for a committee.

On closing the street, Main Street North was dying down due to lack of patio space, however, if the road is going to be closed, the point is to utilize the space. Having music is also instrumental, as it will wake customers when they go into a store, and also to the local residents, as they will want to come out and see what is happening. An example included acoustic singers, who were not plugged in to any speakers, in front of Beaux Arts during the Farmer's Market in Vivian's lane, towards Theatre Lane. The outcome was people came and literally stayed, looking at the art and being in the facility. Suggested to do it right is to have a full band at the end of the street and have groups alternate. Although it will be costly, the impact will be very good. Two full stages will be required, as while one band takes a break, another will perform. The challenge is getting the word out, however, people will remember having dinner at a restaurant and the live music.

#### **7. 2017 Events Sponsorship:**

- The Insoia Group and Beaux Arts at least 3 months ahead of time. Attendee asked if the Events will be posted on Tourism Guide, and is tentative. Suzy Godefroy will reach out after the meeting.
- Live Art Competition:
  - There will be little changes and is going to be more hands on. It is a confirmed event and also to be confirmed on Tourism Guide. A website URL will also be created for the event.
- Night In The Lane:
  - The budget has been increased from \$2,000 last year and is now \$5,000. It is not a BIA event but a sponsorship.
- Taste of Downtown Brampton in the Fall:
  - A Taste event is budgeted and is tentative. The event is being kept in the guide since it is not printed and distributed until April.
- Christmas Market 2017
  - Dates are set but not approved by the City yet.
  - The third weekend in 2016 had the most foot traffic and feedback received included continuing the market until Christmas.
  - A wrap up for the 2016 Christmas Market has occurred internally within BIA staff with \$45,000 earmarked for this year's market. There are currently no sponsors but a big opportunity for the City and BIA to receive \$20,000.
  - Christmas Market Wrap Up Meeting set for January 17, 2017 at 8:30 a.m.
  - With the extension of the Market for three weekends, different vendors were able to be present, including high end or speciality craft vendors.

- Discussion on the rental costs for the BIA, sheds, location, and programming for people to come occurred. Beaux Arts, for instance, had an indoor holiday market that was very successful and could partner for future markets.

Discussion arose on Canada 150 to the City, responding with 2 specific events municipally. Suggestion of the BIA name being everywhere around downtown, whether it is a sponsorship or partnership.

City responded with red and white garden beds will surely be done, consolidating everything Canada 150. An idea of incorporating other country flags around Downtown Brampton, namely the heritage country of the business owner, has also arisen, perhaps from Mid June throughout all of Summer or with Celebrampton.

City concluded with a whole Canada 150 campaign is coming out. The campaign will be throughout the summer and on one particular date. The New Years Levy also already has a Canadian theme to it.

### **8. Adjournment**

The meeting was adjourned at 10:03 am.

The next meeting will be on the first Tuesday of the month: February 7, 2017 at 8:30 a.m.

A calendar event invite will be sent out.