

Tuesday August 2, 2016
8:30 – 9:30 am
76 Main Street North

MEMBERS:

	Jason Palmer
Grettel Comas	Debbi Visser
Peeyush Gupta	Jo-Anne Watson
Kristina Romasco	STAFF:
David Harmsworth	Suzy Godefroy
Deborah Kenny	
Dion King	

EVENT COMMITTEE MINUTES:

1. The events meeting was called to order at 8:45 a.m.
2. Live Art Competition update (8:45 – 9:15)

Grettel gave everyone an update on the Live Art Competition and the BIA's Sponsorship contribution for advertising and marketing support.

Marketing Material – Budget - \$3000.00 Postcards, Posters, Media Release, Ad in the Brampton Guardian. There is a photo opportunity on August 4th at PAMA at 12 noon.

Partners: Downtown Brampton BIA, Rose Theatre, PAMA, Beaux Arts.

Grettel discussed with the committee that it would be great if the BIA could offer more support with regards to some planning tools such as an event plan template, guidelines, and additional staff support if possible.

The committee discussed how they could get the downtown businesses more involved? Ideas surfaced such as:

- Prizing from our businesses

- MAP for Live Art
- Bag Sponsors – BIA to email membership re: \$50.00 bag Sponsorship
- BIA Map/Brochure at each location
- Encourage businesses to cross promote Live Art to their customers
- Empty Windows - Identify vacant locations for Live Art to be displayed
- Looking for a lunch sponsors for 50 artists

Overview of day:

- 9 - 10 a.m. Registration
- 1- 4 p.m. Painting
- 2:30 – 3:30 p.m. Judging to take place
- 4:00 p.m. Official Ceremony

The Committee discussed seeing if there could be some additional programming between 1:30 – 3:30 p.m. such as Kids Canvas Painting, Chalk Painting as well as add in a People's choice Award so that the public could judge too.

3. A Night in the Lane update (8:45 – 9:00)

The committee discussed A Night in the Lane Thursday September 8th and discussed the idea of merging it with Live Art on September 10th. The BIA is a sponsor of this event for \$2000.00. Deb Kenney will be organizing this and the format will be the same as last year.

- Event Plan to be put together by organizer
- BIA to contact Bill Grant re: Facility requests for A Night in the Lane.
- Fellini & Carve to have patios out back BIA to send Deb K. TEMP Application for Liquor License, Health Forms as well as Certificate of Insurance Form.
- BIA to have a booth at A Night in the Lane

4. Events in August and September (9:00 – 9:30)

- Summer Olympics - kick off on August 5th
- 55+ Games - August 16th - 19th
- Tragically Hip Concert - Saturday August 20th Organized by the City of Brampton. Opportunity for BIA businesses to stay open late and offer special deals etc. BIA to offer businesses the opportunity to set up a booth.
- Meet the Beat - September date to be confirmed.
- Culture Days –September 29 – October 1st. BIA e-News, BIA website.
- A Taste of Downtown – October 2016 Food & Drink Committee
- Shop the Neighbourhood – November 2016

5. Meeting Adjourned at 10:10 a.m.