

June 7  
8:30 – 9:30 am  
76 Main Street North

Attendance

- Grettel Comas
- Peeyush Gupta
- Kristina Romasco
- Deb Kenny
- Dion King
- Deb Visser

Staff

- Suzy Godefroy
- Alyestal Hamilton

Agenda

- Classic Cars Celebration
  - o Laneway update
- Art Competition update
- A Night in the Lane
- Sponsored Event presentation: Vibrant City (9:15 – 9:30)

**Classic Cars Celebration***Suzy Godefroy*

- Laneway update: name Party in the Lanes #partyinthelanes
- Main Street closure for Saturday: petition to council has to be made

**Art Competition Update***Grettel Comas*

- BIA supporting event coming out of "Other supported events" with \$2500 to help with promotions
- Date and time: September 10, 10 -5
- Organizers looking to partner with PAMA and having art display in PAMA along with City Hall, and partnered with Beaux-Arts
- Marketing collateral to be distributed to businesses by volunteers; Beaux-Arts is designing collateral
  - o Event promotion to begin at Classic Cars Celebration
  - o Organizers arranging for a Brampton Guardian partnership
  - o Collateral material include postcards and posters
- Prizes
  - o Cash prizes provided by Inzola
  - o Membership to Beaux-Arts
- Locations:
  - o Opening and closing ceremonies to be done at Daily Times Square. At opening, artists will collect their material and find a location to paint. Volunteers will be needed to assist
    - Painting locations: will permits/permissions be needed? Does live painting on the street come under any busking bylaws
  - o Rain plan to be created: potential partnership with businesses
- Name of art competition needed: "Live Art Competition"
  - o Alyestel to include call out to all membership to brainstorm event names

**A Night in the Lane***Deb Kenny*

- Set up a different committee with a different meeting: June 22, 8:30 – 10:00 am A Night in the Lane meeting
- Change date September 8 due to weather
- Location: McArter Lane

**Sponsored Event Presentation***Vibrant City*

- Vibrant City is a one day festival in celebration of the rich cultural heritage of South Asian art with the South Asian and non-South Asian community alike. Vibrant City is organized by the non-profit organization Arts and Culture Initiative of South Asia (ACISA)
- Date: July 23, one day festival 3 -11pm
- Intended demographic for inaugural year: people in Brampton and beyond Peel Region
  - o Background: initiate Mississauga Mosaic festival and seen growth from 2000 – 3000 people to over 70,000 people in 10 years and aim is to recreate model in Brampton and promote businesses in local businesses
    - Long range goal to develop festival to multi day festival
- Musical performances both local and international, presenting a cross-culture of South Asian art, while targeting both young adults and families
  - o Local rapper Fathdoe is sponsored by Much Music
- Food vendors: six outside of downtown Brampton businesses
  - o Mixture of various South Asian vendors
- ACISA is seeking sponsorship support from BIA and BIA members
  - o Recommendation: Grettel to present it to the board
    - Suzy recommendation: \$1500 – 2500; Suzy to ask ACISA for packages