

May 3, 2016

8:30 – 9:30 am

76 Main Street North

Attendance

- Grettel Comas
- Peeyush Gupta
- Kristina Romasco
- Dion King
- Jason Palmer
- Tina (Stems)

- Deb Visser
- Jo-Anne Watson

Staff

- Suzy Godefroy
- Alyestel Hamilton

Events & Promotions Committee

- Bike to Work Day
- Thursday Night Concert Series
- Classic Cars Celebration
- A Night in the Lane
- Sponsored Events

Bike to Work*Suzy Godefroy*

May 30, 7:30 – 8:30 am

- The BIA will have presence at BTW with eight businesses participating. Board and events committee members are invited to attend
 - COB to provide posters and further advertising; BIA to share with our membership

Thursday Night Concert Series*Suzy Godefroy*

June 2 – August 25

- Collateral and advertising development and plan in process; potential of billboard advertising through GO stations and parking garages
- BIA budget for the event is \$13,500 with sponsorship support from Investor's Group

Suggested methods of marketing:

- Postal code marketing for flyers or calendars; perhaps partner with Main Street Realty
- Public transit marketing
- Business Mix: May 17 5 – 8 pm; kick off for TNCS
- Newsletter insert: how businesses can get involved in TNCS- Thursday Night Specials

Classic Cars Summer Celebration*Suzy Godefroy*

July 14 – 16

- Logo: going through an updating process to align more with our current brand
- Laneway activation: Friday
- Next meeting: Wednesday, May 4

A Night in the Lane*Suzy Godefroy*

Thursday, September 15, 5:00 – 8:30 pm

- Expanding event concept and create a taskforce for execution
- Open event concept to other laneways with one lane a month throughout summer season beginning in July and ending in September

Event needs:

- Entertainment, staging
- Lights, electrical (mics)

- Garbage
- Marketing/promo
- Permits: lane closure and barriers
- Mapping of vendors
- Vendor recruitment

Available laneways:

- Time Square
- Vivian
- Harmsworth
- McArter

Potential Dates

- July
- August
- September 15

Staff to create an event plan and events committee can determine decide how it will be executed

Art Show

Chair Grettel Comas

September 10 – 5 pm

- Marketing to begin in July
 - Brampton Guardian: July 28, August 18, September
 - Social media channels
- To partner with Beaux Arts: waiting for confirmation
- Goal of event to encourage people to move through the downtown, while promoting downtown offerings

Concept

- Theme: downtown Brampton
- Artists: live painters, 18+
- Live painting will be happening in various stations throughout the downtown happening from 10 – 4 pm. These outdoor stations can be moved into businesses should there be inclement weather
- 16x20 canvases will be provided to artists day of event
- Artists to pre-register for \$25: a maximum number will be determined should there be too many interested artists
- Judges will be from PAMA, Beaux Arts, and Columbus Centre Gallery (Toronto guest)

- Previously made pieces to be displayed in storefront windows

Day

- Kicks off 10 am
- Time Square: judging starts at 4 pm
- Closing ceremony at 5 pm
- Prizes
 - 1st prize 1000
 - 2nd prize 500
 - 3rd prize 200
 - Pieces displayed for two weeks in atrium of City Hall and two weeks at Beaux Arts; alternative spaces- put it in businesses i.e. Coffee Culture

Sponsored Events

Suzy Godefroy

- Motorcycle Mondays: cancelled
- FOLD: sponsorship with volunteer t-shirts
- 55+ Games: sponsorship; share link of when events are happening with membership to be aware of when things are happening in downtown
- Rose Theatre sponsorship details being finalized

Other business

- Laneway activation post Farmers Market: try to fill in the dates when no post-Farmers Market activity is happening
- Quotes for photography and videography for a retainer for different month/events, offering opportunities to all sector members; All of Me (in The Mill), Michael, Herman, Jason (PGP), Jonathan Productions, Jo-Anne contact (Amanda Thomas)
 - Put together a wish list as part of our request for proposal; with our social media/campaign plan