

Wednesday, September 7, 2016

8:30 – 9:30 am

76 Main Street North

**MEMBERS:**

Grettel Comas

Peeyush Gupta

Kristina Romasco

Jo-Anne Watson

**STAFF:**

Suzy Godefroy

Alyestal Hamilton

Andrea Magana

**AGENDA**

1. Call to order (8:30)
2. Night in the Lane (8:35 – 8:45)
3. Fall events updates (8:45 – 9:15)
  - Meet the Beat
  - Culture Days
  - Farmers Market Pumpkin Decorating
  - Taste of Downtown Brampton
  - Scare in the Square
  - The Great Pumpkin Party
4. Christmas Market (9:15 – 9:30)

**A Night in the Lane**
*Suzy Godefroy*

- September 22, 6:00 – 9:00 pm
- Deb Kenny of Deborah Kenny Jewellery taking lead as organizer
- Alcohol extension of Cantina Fellini’s patio has been submitted to AGCO
- Entertainment: Chuck Jackson of the Downchild Blues Band
- Idea: BIA directory to be distributed and available to help encourage awareness
- BIA to have promotional table. Table will include promotional material from businesses along with:
  - o Culinary brochure
  - o Contest: to build our mailing list and Taste of Downtown awareness
    - Gift certificate for Taste of Downtown sponsored by a retailer
      - i.e. La Catrina courtesy of The Wee Smoke Shop

Action Item	Person responsible	Deadline
Collect \$25 gift certificate for hourly draw	BIA	September 19

**Fall Events Updates**
*Meet the Beat*

- September 21, 11:30 – 2:00 pm: Opportunity for businesses to meet with police officers that serve our community
- BIA working on or completed the following:
  - o Finalizing food providers and entertainment sponsorship
  - o Invited council
- Outstanding: creative collateral
- Idea: have police officers, accompanied by board and committee members, to meet business owners in their stores
- Idea: have token of appreciation (ex. a certificate of thank you, gift card to businesses) to be delivered to station

Action Item	Person responsible	Deadline
Arrange who will take officers throughout the downtown to meet business owners	BIA	September 19
Determine and deliver token of appreciate	Suzy Godefroy (to speak with Sarah Jones for delivery)	September 19

*Culture Days*

- September 30 – October 2: COB has different cultural hubs and downtown is a hub on Saturday

Action Item	Person responsible	Deadline
Communicate to businesses Culture Days event can be included in e-news and BIA website	BIA	September 23

*Farmers Market Pumpkin Decorating*

- October 8
- Promotion:
  - o BIA collateral table for parents day of
  - o Signage throughout downtown day of ex. on BIA office screens, sidewalk chalk drawings of pumpkins
  - o BIA brand visible ex. tents

*Taste of Downtown Brampton*

- October 13 – November 10
- Lead:
  - o BIA: Andrea Magana
  - o Food + Drink Committee

*Scare in the Square*

- October 30, 1:00 -4:00 pm
- Trick or Treating at businesses:
  - o Participating businesses have a pumpkin/jack-o-lantern in the window
  - o Map provided to patrons to know where to go
- Communication to businesses
  - o Window decorating
  - o Communicate to businesses be open during that time

*The Great Pumpkin Party*

- November 1, 5:00 – 8:00 pm
- Festival and Special Events organizing event and offering BIA the following:
  - o \$500: written mention on poster
  - o \$750: coloured logo presence

- \$1000: coloured logo presence with tent in Garden Square
- BIA budgeted \$500 for event. BIA no longer sponsoring event

Action Item	Person responsible	Deadline
Move budgeted \$500 from Great Pumpkin Party to Scare in the Square	BIA	September 30

## Christmas Market

*Alyestal Hamilton*

- Themed weekends:
  - Santa Claus – Santa Sundays:
    - walks with Santa – safety Santa
    - Pancake breakfast
    - Santa meet and greet
      - Santa stations – large candy canes
    - Photos with Santa in businesses
  - Character weekend: Frozen, Batman
- Warming spots in businesses
  - Partnership with FOLD for author readings of classic Christmas stories
- Christmas Open House: November 15 – 17 with extended hours until 8:00
- Membership package for engagement: to build Christmas itinerary
  - Christmas Market timeline: send package by September 30, with deadline of October 14; ask Garden Square for their activities
  - Space for suggestion
  - Where it will be marketed and shared
- Idea: day trips for senior homes – BIA could sponsor day trips on open house nights and provide coupons for dinner or lunch

Action Item	Person responsible	Deadline
Partnership with Brampton Transit as sponsors for senior day trips	BIA	October 7

## Other business

### *World Peace Day*

- Outside organization organizing distribution of carnations throughout the downtown September 21

Action Item	Person responsible	Deadline
Include World Peace Day participation opportunity in e-news	BIA	September 9

*Other*

- 150<sup>th</sup> anniversary of Canada
- Events calendar for each month should come from BIA
- BIA events should happen on a monthly basis in 2017
- Thursday Night Concert Series: consider Vivian Lane as a location for 2017 with an acoustic set