

April 5, 2016

8:30 to 9:30 am

BIA Office · 76 Main Street North

Agenda Summary

- Upcoming events
  - BIA events
  - City Events
- New and Potential events
- Sponsorship

- Upcoming events
  - BIA events
    - Thursday Night Concert Series: begins June 2*
    - Intermission= 15 minutes
    - Draw via ballots with a corporate draw at the end of the season for \$10,000 provided from Investors Group and this contact information will be added to our mailing list
    - Can we have a BIA tent: different businesses can sponsor a single night with a prize and host the night
      - Create schedule for different businesses to have with two people per night (combo of retail/ restaurateur/ services)
      - Lisa idea: proof of purchase to enter ballot
    - \$10,000 for 13 weeks of entertainment= \$750 a week for 2 hours each week; budget line is \$13,500 with Investors Group putting in 5,500
    - Weakness: what we need to diversify because demographic is usually older
      - Advertising placement to help target different demographics
      - Work with real estate agents for welcome packages
      - Marketing master plan for the downtown needs to be put in place: summer promotion to capture everything to leverage support for everything
    - 2-600 attendees, 1000 on more popular bands i.e. Frank Sinatra, David Love Band; get more metrics to do better analysis
    - Consider expanding boundaries to include Gage Park
    - Have an announcer for the entire series and potentially create sponsorship and business pay for feature (i.e. \$50)
    - Potential sponsorship from other businesses- interest for sponsorship discussion can happen later or for another season; potential pilot project for TNCS in the lane and have someone outside of David booking bands to be able to diversify demographics

- Shop downtown discount at restaurants: i.e. PGP and Dolcezza shop with Dolcezza and pick it up and get 10%

*Classic Cars:* July 14, 15, 16

- Launch with Thursday Night Concert Series, George Street
- Friday: laneway events (3 lanes), George Street
- Saturday: Garden Square, parade, show and shine- Farmers Market still happening, scavenger hunt
- Sidewalk sale: potentially could happen and be reintroduced
  - Need membership to engage to result in critical mass: if we have enough we can get BIA support
    - BIA spearhead: something to think about

*A Night in the Lane*

- Call for committee- Action Item
- 10-12 businesses/vendors
- Lighting is an issue
- Could be recreated on different nights
- City Events
  - Celebrampton
  - Farmers Market
  - 55+ Games
- New and Potential events
  - Arts Competition- BIA event
    - One day live competition sponsored by Inzola with monetary prizes, juried event
      - 1. From PAMA, 2. Beaux arts, 3. Toronto
    - How to involve businesses:
    - Promotion will happen two months in advance
    - September 10 or 17: activate Culture Days events happening
    - Two potential locations: Vivian Lane, Daily Times Square
    - 16 x 20 canvas
    - Theme downtown Brampton

- Can the winning pieces be auctioned? Will be brought back to
- Marketing and Communications- Action Item, engaging
- Motorcycle Mondays- City event
  - Closing of main street might make people annoyed and actually disengage residents because of timing of event; way around parking stopped and for motorcycles by 5.30-6.00 and traffic stopping 6.30-7
  - \$1500 BIA support and City taking on event, BIA endorsing event and engaging with businesses to create different programs
    - Is there a way to engage with retailers, eateries etc in area of extended hours
  - Sponsorship: The Wee Smokeshop

*Notes*

Date and time of next meeting: May 3 8:30-10