

# Events & Promotions Committee Minutes

---

Location: 76 Main Street North – Presentation Center

Date: Tuesday, September 1, 2015

Time: 10 – 11 AM

## **Agenda Summary:**

1. Introductions around the table
2. Business and BIA vision of committee
3. Building the committee - select members
4. Best meeting dates and times
5. Update on 2015 events planned
6. Plan for 2016 discussions begin

## Business and BIA vision of committee

- Volunteer driven committee
- GOAL: to have on-going messaging to come downtown
- Desire for a significant number of events throughout the year (i.e. one event a month at minimum); partnership of BDBA with private and city organizations for events is necessary, especially to achieve such a high number of events per year
  - Benefit through partnership is BDBA can assist in driving traffic to businesses
- Long term aim: BDBA to act as a connector for events, not run events. The goal should be promotion and partnership with private, non-profit, and city based events
- Event listings should be shared with businesses prior to their happening so businesses can be aware and make arrangements as necessary
  - GOAL: the distribution of communication to businesses to be kept in the know
- Committee's goal should be to show how events serve a purpose (instant or residual) for businesses
- Two major focuses of committee promotions
  1. For residents to *experience* downtown
  2. Making residents aware of the businesses and resources available downtown
- Efforts to encourage City Hall employees to partake and shop downtown
  - Internal communications can be shared
  - Proposed event: receive a discount on a particular shop that day each month
  - Connect with employee fundraising team

## Building the committee

Committee still open to members as committee size needs to increase, along with the development of subcommittees for each event

## Best meeting dates and times

- First Tuesday of the month- 8:30-9:30

## Update on 2015 events planned

- A Night in the Lane – September 24 from 6 – 9 pm, McArter Lane
  - Night of businesses, food, and entertainment
  - \$50 for each vendor
  - Deb Kenny is heading organization on businesses side

---

### **BDBA**

Meet the Beat – September 25 from 11.30 am – 2 pm

- Meet downtown officers and bike patrol; thank you to them
- \$5 BBQ; Little Shop of Ice Cream and The Works
- City employee fundraising committee to provide \$1 beverages
- Entertainment sponsored by Investor's Group
- Rose Theatre covering stage and technical costs
- BDBA covering signage and staff costs
- Vice Chair Andrew McKenzie to MC event and speak on behalf of BDBA (tbc)
- Peel Police representative to speak
- Councillor (pending on which one) will be invited to speak (tbc)

Pumpkin Decorating –October 10 (last day of Farmer's Market) from 9 - 1 pm

- 400 pumpkins to be provided - BDBA
- Rangers to volunteer

Christmas Market – proposed November 20 – 22

- A City assistant through festival and special events to facilitate logistics - tbc
- Partnering with tree lighting for entertainment sources
- Partnering with tree lighting and SCP for marketing opportunities
- Held the same weekend as the tree lighting weekend
- Change start date to Friday
  - Vendors are juried, then paid a fee for shed rental
    - Vendor submissions are due by end of month and staff is the jury
- Proposed length of the market extended from one weekend to two weekends
  - Potential to have different variety of vendors over two weekends - needs to be investigated
  - If this extension occurs for 2016, get sponsors to defer cost of weekend
  - Potential of sheds being used by Rose/Garden Square for additional weekends as well as some in Gage Park - tbd
- Instead of carousel, suggested to replace with another attraction (i.e. a train ride) or programming for families accompanied by travelling entertainment (i.e. buskers)
- Entertainment
  - If movies (shorts) are playing, what are the logistics of it? What will be the volume of these movies so not to impede vendors
  - Will there be staged performances, carolers or choir?
  - Perhaps instead of movies on the screen there are videos from different vendors and residents of what Christmas in Downtown Brampton is to them or Christmas themed videos of local talents

Carriage Rides

- Use carriage rides routes to engage booths during market

---

**BDBA**

78 Main Street North • Brampton, ON • L6V 1N7 • Tel: 905.874.3518 • [bdba@brampton.ca](mailto:bdba@brampton.ca)

- Engage carriage riders with potential promotions

#### Santa Claus Parade

- As event sponsors the BBDA can partake in the parade. Traditional participation is a carriage ride; however, this year we are opting for an alternative
  - Suggestion: interested businesses dress up in costumes and mascots associated to their business

#### George Street ideas

- Extend activity beyond Main and Queen Street, moving to George St.
- Potential ice sculpture or art installations at the corner of intersections or new City Hall entrance
  - City Hall entrance could be used both summer and winter for art installations or small events
- Limited use of George Street available due to parking entrances and exits and residential community; thus, opt for food based events versus music/entertainment based events