

Events & Promotions Committee Minutes

Location: 76 Main Street North – Presentation Center

Date: Tuesday, October 6, 2015

Time: 8:30-9:30 AM

Agenda Summary:

1. 2016 events
 - a. Classic Cars
 - b. Food event: in conjunction with the Food & Drink Committee
2. Carriage rides: the potential of vendors
3. Shop the Downtown
4. Light up the Downtown
5. Christmas Market update

Attendance:

- Chair: David
- Peeyush
- Irene
- Kristina
- Cindy
- Charlene
- Fayaz
- Deb Kenny
- Gretel

Approve of the minutes: passed

Classic Cars

- Virtually impossible for execution of Classic Cars 2015 due to organization transition
- What changes can be made for 2016:
- What was important/ successful (what did the public like about it that they continue to ask for it again?): parade, show and shine, entertainment in park, beer tent, food, keep the date because it holds consistency (July 14-16)
- What can be changed: pocket events versus a single event stationed at Gage Park (move from Gage park) to encourage people to move through downtown versus one large event in the park. Possible locations on one night i.e. McArter Lane, Vivian Lane, George Street, then one collective night over the weekend in the Square
 - Laneways could be a knock off of A Night in the Lane
- Classic car club does not pay to participate
- Create a subcommittee Classic Car Committee: event plan needs to be in place by the end of 2015 for 2016 event
 - Call made to join subcommittee will be to overall membership: Lisa to organize a committee structure
 - Previous conceptual plan created and fused with Lisa's plan will be framework for new conceptual plan for Classic Car business plan
- Media presence for this event will begin through media presence of organization, then building with its own campaign
- Open door retailers during event to draw customers into their businesses; part of communication to retailers via committee is to encourage owners of all retail businesses to be engaged- part of membership engagement, encourage people to think outside the box- GOAL should be to introduce people to your business
- Lisa's ideas: Gage park- Thursday only as the launch, no alcohol, themed- [programming surrounding themes: possible performers, movies in the square i.e. cars, entertainment, movie at the end of the night
 - Possible Theme: Detroit, Motown, Classic Cars in Vegas
 - Possible Gage involvement on Thursday night: themed danced, roller skating, sock hop, Sinatra meets the Supremes, display of classic bikes
 - George Street closed on Friday and an old and new comparison of cars to engage George street and potential sponsorship

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- Honour classic businesses (25 years and older) to engage membership
- Biggest change: not much of a Gage Park involvement
 - Shift from Gage Park easily built on shift of focus through Square Screen
- During show and shine have entertainment in the square, afternoon and evening movie, movie on Friday night, entertainment during speeches and acknowledgements, collect points, enter a draw

Food event: in conjunction with the Food & Drink Committee

- Major event for food committee- happening in August (potentially August 27), Food & Drink committee to head event with some support from this event, Sunday 11-4
- Possible craft beer tasting/ wine tasting incorporated (i.e. with LCBO, local breweries)
- Location: George Street, mimic of Taste of Orangeville, Taste of Downtown Brampton
- Participants don't pay for participation, just cover their own costs
- Budget line exists in 2016 budget for a food event

Carriage rides

- Time 6 – 10 pm Fridays and Saturdays from November 27 to Dec 19 then each day from Dec 20 – 24, 26 and 27 (no Christmas day service)
- Potential vendor opportunities for people waiting in the line
 - Set up outside city hall to sell coffees/hot beverages/other?
 - Different businesses taking different nights
- Plan for music or ambiance at pick up station, brochure table
 - BIA to provide ambiance – tent with lights, music and two tables one for vendor and one for info – volunteer if needed.
- Pick up station, outside of city hall where they were last year, offers a natural wind break-preferred location
- Usual route cannot be changed due to danger for a single horse when doing left turns

Shop the Neighbourhood (www.shopheneighbourhood.ca)

- Date Saturday, November 28
- We are registered as a BIA
- Existing event done by Yellow Pages, nation wide
 - Happens Black Friday weekend: Having specials in your store, registered online business and offering so people can find it; shop local support local
- Previous years, businesses received merchandise from Yellow Pages to share with customers when they shop with them
- If your promotion is registered with the Yellow Pages it automatically is pushed to top of search engines the Yellow Pages app (the most downloaded app in the country)

Light up the Downtown

In the past it was executed as a contest that happened; in the past was RONA contest and coupons, with local judges and awarded a prize

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- This year's contest should happen before the Christmas weekend so windows are done prior to weekend (Christmas weekend: November 20-22; 20th tree lighting, market 20,21,22, parade 21st)
- Member organizer: Gretel- a big part in organization last year in engaging businesses. This year it will be done with support from committee and Lisa to support engagement
- Suggestion: find an alternative to decorating windows so shops without windows can still partake in the contest

Santa Claus Parade Participation

- Santa Claus Parade: BIA can be engaged by dressing up 10-20 merchants representing their business in costume
- Needed: someone to engage businesses and have someone manage it day of

Other business:

Potential events:

- Technology based events: robotics
- At community events, sponsorship via Lego to create a Lego play area
- Target local interest groups
- Proposal of events should be brought to the BIA for support where we can help you find opportunities needed for execution

Christmas Market: presentation done by the Festival and Special Events City staff

- Vision- inspired by the Downtown Toronto Distillery Christmas Market
 - String lighting, traditional Christmas market, European elements, heated patio with malt wine, LED screen movies
 - 9 open sheds, BIA will distribute application with different categories to ensure it is fitting with a Christmas market, food will be separate from vendor market (including prepared food)

Event Plan & Programming

Friday, November 20 (4 PM - 9PM)

- Christmas tree lighting 6:00 -8:00
- Small opening ceremony traditionally- it is now combined with Christmas tree lighting with a BIA rep to talk about the market
- General programming to complement from 4:00 -5:00 (i.e. carollers)
- 6:00 PM- creative company to entertain i.e. illuminated drummers, meet and greet with people on the stage at tree lighting with shows running throughout the evening
- 7:45 onwards: French pirouettes
- Black and white movie on the screen to add to ambiance

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Saturday, November 21 (12PM – 9PM)

- Santa Claus Parade at 5 PM
- Recreation and Culture own Garden Square and programming the LED screen- *Santa Claus Is Coming to Town* movie programmed for the day
- Marketplace patio
- Looking to add things to Square i.e soapbox and Instagram photo booths- sponsorship potential to defer price of programming

Sunday, November 22 (12PM – 6PM)

- No other programming happening downtown outside of family friendly programming
- Santa pictures
- Potential pet Santa pictures: sponsorship with PetSmart
- Movies: *The Grinch*, *Elf*
- Cookie decorating
- St. Roch Christmas caroling as live entertainment

- Long term plan: extend market to two weekends in a row

Vendor Participation

- Rates:
 - Members \$25/ day, \$50/ 3 days
 - Non-member \$50/ day, \$100/ 3 days
- Input needed from BIA membership to engage businesses that are not participating in market through opportunity to participate:
 - sponsorship or in kind presence in the event (i.e. Little Shop provides hot chocolate, Dolcezza provides cookie decorating supplies) or in-store elements (i.e. warming station through story telling at T by Daniel)
- Question: what type of communication is needed to support businesses? For example, maps road closures
- Irene Christmas Market idea: use trollies as an addition to the market. Trollies can be used by vendors to walk around selling product- value added because more vendors can be involved in the market in addition to 9 sheds
 - First year” potentially rent trollies or use tents like farmer’s market to have an expansion without the initial investment
- Heating for vendor sheds to be reviewed: Natalie working with the Rose and looking potential for heating from them i.e. heated lamps
- Juried to select vendors

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Marketing

- Calendar with coupons and each person sponsors a page, holiday discount in a booklet form from businesses,
- Signage at event to give people idea of what is happening in stores
- Sponsored give aways: Ivana is sponsorship specialist and seeing how we can brand it with downtown businesses- aimed for the Sunday to draw family
- Fashion business participate: models walking around the downtown with a sign decked out in their fashions

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