

Tuesday, March 14, 2017  
3:30 – 4:30 p.m.  
76 Main Street North

**MEMBERS:**

Thomas Low, Robert Mikhael, Kristina Romasco

**STAFF:**

Suzy Godefroy, Bobby Karmakar, Andrea Magana

**1. Debrief for The Taste of Downtown Brampton**

- a. Individual Prizes
- b. Main Draw
- c. Marketing Overview
- d. Other
  - An approximate amount of 2-3 people took the prize fixe for Joey's Deli per day for lunch, but not every night. A majority was during the weekend: Thursday, Friday, and Saturday, including reservations.
  - Note: For the next Taste, have extra promotions for the beginning of the week as an incentive to attract.
  - Not many diners were aware about the draw and had confusion – due to multiple ballots (24) and for future would suggest one “main” ballot. Diners thought they could fill out the individual ballots from other restaurants.
  - BIA is currently compiling all the information from the contest.
  - Note: For the next Taste, the ballots need to be bigger to write their information and consistent size in ballots. An idea includes creating separate ballots for each participant to simplify the idea.

**2. Food Truck Fridays Update**

- Event not being moved forward.

**3. Brampton Culinary Tourism Update**

- Round table discussion on five different strategies.
- The City of Brampton is moving forward with working on making Brampton a world culinary destination, and is also aligning money and staff resources towards the project.
- The consultants are looking for input, so, another round table meeting will be held in 2 months for more information if needed.
  - K. Romasco will continue to attend to keep the BIA informed.

**4. Rose Theatre Restaurant/ EAT Promotion**

- A BIA promotion with the Rose Theatre will be a postcard with participating restaurants that will provide either a promotion, discount, or special to those attending a show at the Rose Theatre.
- The Rose Theatre used to have a full program dedicated to this promotion.
- A one-question survey will be sent out asking if the restaurant would like to participate in a Rose Theatre discount or menu. Responses will be evaluated on whether one option or both will be used.
- First step is to let the ticketholders know there are restaurants they can dine at, including a page dedicated on the BIA website and Promotions page.
- Action point to make it a maximum two point survey.
  - Would you like to participate in a promotion/ discount for Rose Theatre ticketholders?
  - If so, what would you offer?
    - To be launched for the Fall and then continue the promotion.

**5. Other opportunities for restaurants**

- Thursday Night Concert Series: Thursday night promotion, open longer on Thursdays or a promotion or discount.
- Challenge is that it is hard to get people to spend money when they're attending a free night/ event.
- Follow up with other businesses that were open and analyze their responses.
- Food festival by the City of Brampton is definitely coming.

The meeting was adjourned at 4:35 p.m.