

April 4, 2016

3 pm to 4 pm

BIA Office · 76 Main Street North

Agenda Summary

- Upcoming opportunities
 - Celeb Brampton
 - Farmer's Market
 - Garden Square Events
- Classic Cars Celebration
 - Spotlight on your restaurant
- Summer food event: Yes or No?
- Live music in your restaurant

- Newsletter: physical insert of calendar for three months and available online
- Summer program to give to businesses to share with clients and customers- TNCS series
- Get city to share promotional collateral out to all businesses

- Upcoming opportunities
 - Celebrampton: food truck Tatiana main contact, if not activating Daily Times Square perhaps BIA could program that space
 - Theme for windows and specials
 - Food Truck: suggested trial run with Eddie's truck in front
 - Farmer's Market
 - Meeting April 21: information session, ask for extending hours and location
 - Garden Square Events
 - Bike To Work May 30 from city provide breakfast in the Square with a few businesses to come on board to help with the breakfast- Starbucks can do coffee for all 100, Dolcezza (cookies), fruit, T by Daniel, Dion with healthy foods, Fruision with samples 7-7.30 and set up would be around 6.30 breakfast starts at 7.30 and formal welcomes at 8:05 and done by 9.05
- Classic Cars Celebration
 - Spotlight on your restaurant: have a menu item and spotlight includes social media or print
 - Live music in your restaurant: Let us know for classic Cars so we can promote it and include it in CCC programming and collateral, ask that it is themed to the event
- Summer food event: Yes or No?
 - Taste of Danforth style- close Queen- taster style
 - Fall may be preferable: Harvest season- October- will it be in or out of restaurant
 - Laneways: where are they and who owns them (to know who to contact)
 - Latin event hosted by La Favorita hosted
- Live music in your restaurant or events or specials
 - Let us know in advance and we can share it on our social media
 - Facebook: good news story with La Catrina: support local talent primarily
 - After hours jam session

- Motorcycle Mondays- up to BIA if we would like to support the test pilot of closing North side of Main Street from Queen Street to Nelson, support and promote it and engage our businesses from mid-June to the end of August
 - Food opportunities: Eddie could bring food truck, partnerships and promotions from a food perspective as well as from a shopping perspective and include it in the brochure we have of all the things happening, encourage businesses to extend their hours
 - F + D supports Motorcycle Mondays