

Monday, January 9, 2017
3:30 p.m. to 4:30 p.m.
76 Main Street North

PRESENT MEMBERS:

STAFF:

Suzy Godefroy
Andrea Magana

CITY REPRESENTATIVE:

ABSENT:

1. Survey Results – Taste of Downtown Brampton Autumn 2016:

- There were not a lot of survey results completed from those invited to partake. Results that were submitted had a common interest in seeing another Taste event again.

2. Food Event 2017:

- An event of some sort will involve a partnership with Carabram and the Farmer's Market, particularly on the kick off of the first Farmer's Market weekend, June 17, 2017.
- The June 2017 schedule includes TNCS, Celebrampton with the Farmer's Market.

3. Taste Event 2017:

- A Taste for the Winter is scheduled on February 27, 2017 – March 12, 2017 and will be advertised. An extended week will also be announced near the end to accommodate March Break traffic.
- The BIA will partner with Taste participants for a contest involving a \$100 gift card of the winner's choice.
- 'Restaurants' will offer pre-fixed menus and 'Foodies' to offer discounts/ specials.
- Discussion on a signature dish arose, involving a price of \$10.00 for consumers to get a taste of a speciality at the restaurant.
- On the contest, participants will have a "Passport to a Taste of Downtown Brampton" booklet with information on the participating restaurants as well as coupons. The contest draw will take place on March 24, 2017.
- Another idea on the contest includes visiting 3 restaurants over 2 weeks for a chance to win (one entry) a \$250 gift card towards Downtown Brampton restaurants.

- **Objectives:** Drive more people to Downtown Brampton locations to eat. Idea of creating a business card booklet and “Enter to Win” contest. Prize discussed is a \$100 gift card at Downtown Brampton restaurants.
- **Target:** Local Downtown Brampton Residents, local Brampton residents, and the Greater Toronto Area.
- Taste will be from February 27, 2017 to March 12, 2017. Near the end, it will be extended to March 19 for March Break.
- **Promotion:** BIA Website, Chef Profiles, and Carabram Passports.
- **Marketing:** Posters, BIA Website, Radio advertising, advertisements on transit, table toppers, signage, social media outlets and bloggers.

4. Chef/ Owner profiles for website:

- To be posted on the BIA website and blogs.
- Discussion on various outlets on presenting the profiles could be as quick as small video interviews on Snapchat.
- Action will involve having the BIA get Chef Profiles for the ‘Chef Bio’.

5. Meeting frequency in 2017:

- Meetings will usually be on the second Tuesday of the month at 3:30 p.m.
- The next meeting will be on Tuesday, February 14, 2017 at 3:30 p.m.