

February 29, 2016
2:45 pm to 4 pm
BIA Office · 76 Main Street North

Agenda Summary

- Taste of Downtown Brampton
- Restaurants Canada show
- Group purchases - Groupex
- Call for committee members
- F + D committee
- Classic Cars liaison
- Summer Food Event
- Jazz event
- Senior Games

Meeting called to order: 3:09pm

Attendance

- Kristina Romasco- Chair
- Thomas Low- Joey Deli

Staff

- Lisa Wright
- Alyestal Hamilton

Taste of Downtown Brampton

- Survey shared with and collected at end of meeting
- Mixed reviews from what was heard from the participants: some found great success and are continuing their offer on their own, while others found Taste did not make a big impact or significant changes to their customer base coming in—influx was not substantial enough

Feedback

- People are looking for something special from the menu and that every restaurant was participating
- Most of the participating restaurants were fast food type restaurants and people were looking for more of a sit down experience
 - Instead of having a discounted promotion, people were looking for more of a prix fixe and it could have resulted in greater success
 - Suggestion: have a set prix fixe price point so fast food and sit down restaurants alike can participate. The price points could be of \$10, \$20, \$30 offer and then restaurants can offer whatever special menu offer they'd like under that price point
- Moving forward prix fixe is optimal as that is what people are expecting: they want to see something that is a special onetime menu offer at a set price. Expectation is created from Licious style events
 - Problem: what if the special offer is not a regular the menu selection?
 - Restaurants can adapt and accommodate it upon request if they choose or reintroduce it in later months—dependent on how the business owner wants to handle it
- Marketing did not translate because people were asking “where is the event happening”, as in what one place is everyone stationed?

Summer event

- Current idea is similar to Taste of Orangeville: local restaurants convene under a tent stationed on George St. N to provide three samples from their restaurant on a Sunday afternoon. Tickets will be distributed at the entrance and collected by restaurants and given to the BIA at end of the event. For each ticket they would receive \$1. There would be no cost for restaurants to participate.
 - Suggestion: if we are to do this, we must move forward with outreach now—specifically, local restaurateurs to gauge potential level of engagement
- Concern: with a sampler event not much financial return for the investment of time and products. Perhaps keep the food tent concept with three options, but allow restaurateurs to set their price point.
 - Same amount of effort with a greater return
- Concern: attendees are coming for an experience on the day, but may not return as they did not engage with the businesses in their shops. Perhaps the sampler could happen in shop (or just outside of the shop) where attendees could experience the ambiance each business has to offer. BIA offices could act as a base camp for attendees to receive their sampling tickets.
 - One of the components to this concept is to help drive awareness to George Street
- Concern: in the past (ex. Twilight on Main) when participants do not have a participation fee they are less inclined to follow through on their commitment.
- Perhaps a dinner in a field/family style event could happen there. Reservations can be made for the hour and event could happen on multiple weekends with rotating restaurants
 - Concern: concept great, but why would restaurants want to provide customers with a sit down experience steps away from their restaurants
- Inquiry: can money allotted for this event be reallocated for a season long booking of a food pavilion in City Hall's Time Square happening concurrently with the Farmers Market?
 - This is a project that would have to be initiated now. Problems may occur as it may not be allowed as it can be seen as part of the market and there are allocations for hot food vendors

Senior Games

Two food based vending opportunities:

1. The evening of Wednesday, August 17 in Garden Square. The event will be Latin themed. Rose Theatre patio will be liquored.
 - Lisa will send out procedure for food vendor opportunities via email. Those interested need to notify her by end of week. There is no participation fee
2. The evening of Thursday, August 18 at Gage Park in conjunction with the Thursday Night Concert Series. The park will be licenses and vending opportunities exist
 - More information will be shared via email

Jazz event

The city has been working with the group organizing the event for a year and they have met with us. They are looking to partner with our restaurants should the event be happening.

Classic Car Liaison

The first Classic Car meeting is scheduled for Wednesday, March 9 at noon and a member of this committee (beyond of Kristina) should attend the meeting and see how they may be able to represent the Food & Drink Committee's needs

Groupex

- Inquiry: is this something that others have found beneficial and is it something of value that should be investigated further
 - Feedback: Used in the past and found it was not as beneficial to small businesses as it can be for larger businesses

Restaurants Canada Show

Potentially attending 2017's show as a group is something that will be looked into