

Food & Drink Committee Meeting

Location: 76 Main Street North – Presentation Center

Date: Monday, August 24, 2015

Time: 3 – 4 pm

Agenda Summary:

1. Introductions around the table
2. Business and BIA vision of committee
3. Building the committee - select members
4. Best meeting dates and times
5. "Taste of..." event
6. Food business concerns - Food trucks/other

Best meeting dates and times: fourth Monday of the month at 3-4

Next meeting: September 28, 3:00

BDBA

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Minutes

Parking

- A major issue for restaurateurs as patrons are not inclined to walk further distances and often spend more than one hour at a sit down restaurant.
 - Suggestion- parking be extended to two free hours and be provided all year round
 - In all print advertising include where to park and road parking rules

Driving business downtown

- Commercial specific for food restaurants
 - Theme: date night or night on the town

Questions:

- How can we focus on food?
- What do we do in the winter without the screen in Garden Square?
- How to drive traffic from existing events to downtown businesses?

How do we advertise on the screen?

- Packages are available. As a committee we must decide how to approach it in a way that is best suited for the group

How to drive people downtown and extend reach?

- First goal: bring residents, second goal: bring visitors
- Lisa gathering costs for 2016 budget regarding advertising for BIA. Committee asks for 2016 can be included
- Programming as an attraction: providing people a reason to come downtown

Rose Theatre:

- Connect with Rose Theatre to capitalize on their programming and platforms they are currently using; reconnect
- Ad on screen or in Odium
- Bid for food catering opportunity for subscriber's night May 2016; find out bidding process
- Proposal: food stations and each station is a different downtown restaurant

Taste of Brampton:

- Agreement on a major food based event that will bring patrons into food based businesses
- Suggestion- parking accommodations for restaurants
 - Highlight one restaurant a week

- Calendar advertised of when each restaurant will be partaking in the event throughout the month/year
- Passport inspired; visit different restaurants and collect stamps

Social Media:

- Everyone needs to follow and tag one another
- Social media platforms include standards like Facebook, Twitter, Instagram- but new ones like Snapchat and encouraging individual businesses to encourage their patrons to do the same; achieved through things like contests and discounts i.e. CB Squared
- Handle of Food & Drink Committee to be determined
- Specific 2-3 people to manage the account

How to create a restaurant/ foodie buzz for the downtown?

- Get blogger features i.e. Daniel on Instagram, Nikita Brown from Bramptonist
 - Kristina to contact Nikita
- Host a bloggers day, perhaps invite them all out at one time, or free meal to a blogger between 1-4, or a blogger week
- Proposed time: September to begin, move forward- seasonally

Food truck:

- No problem with food truck being seen as competition to brick and mortar locations because it draws people to the Downtown for an experience
- Suggestion: a day of food trucks on a closed street

Suggestions:

- Change hours of farmer's market to be more accommodating to hours people are actually awake and optimize daylight more
- Have buskers or entertainment at every corner to have flow of people moving and not concentrated in one area
- To EcoDev, possible consideration for a boutique style movie theatre to draw people downtown in winter
- Potential advertising location to target residents: Mount Pleasant Farmers Market
- George St. parking lot is privately owned. City may be in discussion regards to purchasing; however, still unknown. Lisa is to confirm current ownership; committee then to decide if it can be used, what they would like to do with it.