

# Food & Drink Committee Minutes

---

Location: 76 Main Street North – Presentation Center

Date: Monday, November 23, 2015

Time: 3:00 – 4:00 PM

## **Agenda Summary:**

1. February Food Event
2. Video & Social Media
3. Parking Program
4. Classic Cars: call to committee

Meeting called to order: 3:17

### Attendance

- Chair Kristina- Dolcezza
- Robert- Village Deli
- Eddie- La Catrina
- Sherrel- Cheers
- RJ- Tracks Brewpub
- Thomas- Joey's Deli
- Scott- Little Shop

### Council & Staff

- Cllr. Medeiros
- Lisa
- Alyestal

### Meeting

#### **February Food Event**

- Guardian approached the BIA to do a food event downtown—a Winterlicious inspired event; something the feedback we've been receiving indicates is wanted
  - Guardian is organizing event and will be in direct contact with participants
    - Need 10 of 30 food based businesses; automatically approximately 7 businesses ineligible due to their business type i.e. bakery, grocery
  - Offer includes \$130,000 media placement and organizing. The Guardian is asking \$10,000 buy in from BIA for participation- over \$100,000 of media placement
    - \$5000 will come out of budget for TBD line in 2016 budget
    - \$5000
      1. From food and Drink budget
      2. Participation fee from restaurants. Originally The Guardian wanted \$300 buy in from participants; however, BIA is asking participants to pay \$100. The BIA is asking for \$100 as a commitment from participants. We are asking for \$100 because of diverse cross section of food based business that could participate (ex. lunch based businesses versus lunch and dinner based businesses)

- Name of event is Taste of Downtown Brampton
  - Businesses to offer a promotion during this time for lunch and dinner- makes people aware of not just the downtown, but more specifically getting people into the businesses
- Cllr. Medeiros: thinks it is of great value in terms of promotion and hopefully we will get a different type of traffic coming into the downtown. This event aligns very well with the message of come and discover the city
- All attendees present at this meeting are committed to participating to the event
  - The BIA asks for your invested interest and support on social media

## **Video and Social media**

### *Video*

- Board has approved the spend for social media and video: the cost of participating is covered by the BIA—no cost to a food based business to be featured
  - 8-12 professional videos to be used on Instagram
- Contractor: JPro- he needs a list of participants to set up a schedule and organize the best time
  - His crew will come into your place of business to records and he will create commercials from them.
  - Participants will get a call from JPro to organize things
  - The goal is to have these videos completed before the February food event
- Videos will be used on food based businesses social media channels along with the BIA as we develop our platforms
  - Videos are a compilation of businesses, not a singular feature; however, if a business is interested in having their own content made, JPro is offering a discounted rate ([Kristina to confirm numbers] Instagram video valued at \$250 now available for \$180)
  - Content of what will be shot is whatever you want to show. The estimated time commitment from the business is 10 to 15 minutes
- All attendees are committed to participating to the event

### *Social Media*

- Instagram account created specific to Food & Drink Downtown Brampton
  - Handle: @downtown\_brampton\_eats
- Facebook page is for BIA as a whole, not food specific; however, some of the pictures and information found on local business pages and social media is being shared on the Facebook page

- Information found on business pages are being reshared on BIA social media platforms (Instagram and Facebook)
- Specifically for the food event: ready to share content for social media will be provided for businesses can be provided; however, businesses need to be specific (particularly with format) about what they want so it can be provided
  - Once the BIA knows so what to provide, when we meet with the Guardian again we will have something to ask for
- BIA collaborating with Guardian regarding our new branding and branding of the food event
  - Guardian thinking of creating a 6-8 page insert leading up to the food event launch. There would be an additional fee above event participation fee to be included in this insert. It would be a reasonably priced ask and it is voluntary
  - *This is the ONLY additional ask and Lisa will do the control of how the Guardian accesses businesses in this regard*

## **Parking**

- Opportunities for the month of December
  - Using voucher program: each voucher is valued at one hour of free underground parking. The BIA will purchase the vouchers and provide them to businesses to give to customers through the month of December so businesses can validate customer parking as a compliment of the business  
There is no cost to participate
  - Businesses will have a certain allocation of vouchers. Businesses must mark the coins to identify where it is coming from. Businesses will have to come into BIA to pick it up and return the unused vouchers
- This program will be advertised and marketing is included as part of the budget
- Messaging:
  1. There is parking in downtown Brampton
  2. If you visit a business it is even better because you get 1 hour free with an additional hour from a business
  3. Internal communication: \$300 for a year to park underground and deter street parking
- The desired time of program is the last two weeks of December
- Moving forward, the goal is have a good parking message coming from the BIA and support that message in our branding
- 2016: money is allocated for parking partnerships with the city

## **Classic Car**

- Call to this committee to have a liaison sit on the classic car
  - Commitment is monthly meetings for about 2 hours. This time commitment will increase a few hours closer to the date
  - Potential liaisons: RJ, Eddie
  - Committee will begin January 2016
- Classic Cars did not happen because of the transition of the BDDC to the BIA
- No food vendors outside to encourage people to come into the restaurants as it was in the past, moving entertainment into businesses as it was originally

## **Additional**

- Signature August food event: aim to have it end of August
- Need a subcommittee from this group to be primary organizers
  - Ask: think of what your role could be and who else could we as a committee bring in to ensure these committees are full and well rounded
  
- Food vendor opportunity: ask has been to use the sheds for the winter season
  - Idea is to bring food vendors out on Saturday and Sundays in Rose Garden Square or Gage Park for market opportunities
    - Lisa will send an invite with greater information: no cost to participate. More information to come