

Wednesday, June 7, 2017  
4:30 p.m. to 5:30 p.m.  
76 Main Street North

**MEMBERS:**

Roberta Carreiro, Grettel Comas Herman Custodio, Peeyush Gupta, Jason Palmer, Fernando Russo

**STAFF:**

Suzy Godefroy, Bobby Karmakar

**1. Summer Campaign****a. Radio**

- Ad quotations were presented and discussed with what fits in the budget.
- Ethnic media was mentioned as it would give broader reach and is also cheaper.
  - Chin Radio and CIRV FM 88.9 were mentioned

**b. Social Media**

- Numerous meetings with inBrampton, Bramptonist and Brampton Guardian were held.
- inBrampton will feature regular monthly (banner) ads on their main page as well as a contest.
- Bramptonist will do a feature list for downtown.
- Brampton Guardian will be a digital takeover the week before Classic Cars Celebration.
  - Bolded numbered figures in the budget handout presented to present members are quotes.

**c. Discover Downtown**

- The 16 page magazine went to print today and sent the file to most members present and are printing 20,000
- Distribution will be 10,000 by the previous provider to immediate downtown core residents.
- Seeking into distributing 5,000 within BIA resources to coffee shops and possibly GO stations before passengers commute on the train.
- Seek Brampton Tourism to bring this for newcomers to Brampton.
- For the next edition, a proposed layout for what can be advertisements, editorials, and photos.
  - Need to determine the ratio of ads to be sold and other content.
  - **Action point:** Bring advertising to the Board if advertising should be done.
  - **Holiday edition: make** Arrange a meeting in July to plan this edition

**2. Garden Square Screen & DBBIA Promotional Opportunities**

- This item was not discussed.

**3. Outreach Opportunities**

- Farmers' Market – June 17 – October 2017**
  - Latin Festival**
  - Vibrant Brampton**
  - Carabram**
  - International Yoga Festival**
  - Arts Alive – Sharon Vandrish**
  - MEA – Municipal Engineering Association**
- Summary of opportunities for businesses to get involved as a restaurant or vendor since events are happening every weekend. All of the above have been approached to the BIA.
    - Sponsorship for Vibrant: Events discussed this yesterday and thought of bringing it to the Marketing Committee.
    - The BIA is sponsoring Latin Fest and the Jazz Festival, as well as sponsored FOLD.
    - Should sponsor Vibrant as it brought lots of people. Last year's sponsorship was \$2,500.
    - **Action point:** Recommendation to sponsor \$3,000 to the Board.

**4. Queen Street Merchant Activations**

- An initiative about the evolved change from the Downtown Brampton Farmers' Market.
- A pilot project similar to a sidewalk sale to activate a certain area.
- Promotional postcards should be distributed.
- Possible name: Queen Street West Pop-Up Market

**5. Fall & Christmas Marketing**

- This item was not discussed.