

Wednesday, August 2, 2017**4:30 p.m. to 5:30 p.m.****76 Main Street North****MEMBERS:**

David Eddy, Peeyush Gupta, Fernando Russo

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. Summer Campaign Wrap Up

- TNCS/CCC
- Discover Downtown
 - 20,000 copies printed and distributed.
- Radio Update – CHIN Radio
 - Purchased a buy the week before Classic Cars Celebration and played the clips that were aired.
 - Seasonal summary of the outreach per season and set line for how much should be spent.
- Social Media – TNCS/ CCC/ Summer Events
 - Item deferred.

2. Discover Downtown Holiday – Planning Meeting August 8th 9-10 a.m.

- Planning meeting scheduled.
- BIA staff will make an executive summary.
- P. Gupta suggests having a map to the next edition.
- Another date needs to be scheduled, particularly for the Marketing Committee.

3. Garden Square Screen & DBBIA Promotion

- City of Brampton – Secure details
- Schedule
- Quotes re: Cost for Content Generation
 - No movement from staff due to Classic Cars.
 - In process of looking into the cost of having new content being generated.
 - **Action point:** seek quotes from Brampton Says and other people to develop the content creation from a professional and creative perspective.

4. Communications

- Member E-news/ Frequency /Costs
 - Going out every week. Cost is internal and minimal.

- Consumer E-News/ Frequency/Cost
 - Going out bi-weekly and cost is the same as member e-news.
 - Launched in mid-June.

- Fall Newsletter – September - content Due August 15, 2016
 - Discussion on content for the next issue.
 - Note to email the Chair of each committee and offer if they want to write content for the next edition.
 - Update from the City with the streetscaping and water main construction.

- Holiday Newsletter - September Newsletter – Mid September for September – November
 - New Year's one for January.

5. Marketing Assets --- Step and Repeat(s)

- To be taken to the Events Committee to bring up purchasing a photo op background.

6. Sponsorship

- MEA 2017 – Municipal Engineering Association
 - Conference coming back to Brampton.
 - November 21-24, 2017 at the Marriott.

7. Christmas Marketing – Meeting to be set for week of August 15, 2017

- Will be settled with the Events Committee and can be better coordinated with marketing initiatives.

8. Downtown Reimagined

- Summer intern put a plan together entitled 'Downtown Reimagined' Marketing Campaign and a meeting needs to be set to review the project.

9. 2017 Budget - same no changes

- Levy will not be changed but there needs to be a marketing plan for Downtown Reimagined, should the project be seriously moving forward.