

Wednesday, September 6, 2017  
4:30 p.m. to 5:30 p.m.  
76 Main Street North

**MEMBERS:**

Grettel Comas, Herman Custodio, Peeyush Gupta, Kristina Romasco, Fernando Russo

**STAFF:**

Suzy Godefroy, Bobby Karmakar, Andrea Magana

**1. Discover Downtown Holiday Edition Update**

- Some minimal changes have been made to include advertising.
  - 80% editorial and 20% advertising.
  - Rates will be full page \$1200, half page \$625, quarter page \$325.
  - Added the Holiday Gift Guide, S. Godefroy suggests \$125 and A. Magana suggests \$50.
    - F. Russo suggests having half page for \$650 and 1/4 page for \$350 to have some logic behind the price.
  - Toronto Star quote is \$1,500-\$2,000 which is for the GTA and can be an insert for the magazine.
    - Brampton Guardian should also be considered.
  - Rate cards to be mailed out in next Member newsletter, due next week. Also a special member eNews.

**2. Garden Square Screen & DBBIA Promotion Update**

- Brampton Says to generate content.
  - Verbally was told \$150 for 30 second content as they have worked with the City regarding this.

**3. Fall Marketing Programme**

- After this weekend with Live Art, Jazz and Food Festival, will keep the original poster design from the past, get through Fall, and then re-design a Christmas poster.
- Trick or treating to be held on October 28.
  - Nothing fancy like Easter Egg Hunt, no digital but social media.
- Securing the elevator and something for foodies from October to December.
  - October and the first half of November will be geared towards Food.
    - S. Godefroy and K. Romasco are in progress with this.
    - Cost is \$500-\$1,000 per month including installation and printing.
- **Call to action regarding the success of the Discover Magazine is required.**

**4. Christmas Marketing Programme**

- Spoke briefly about Discover Downtown and radio advertising.
- Sparkle in Downtown Brampton as the Christmas campaign.
- Separate meeting to be scheduled.
  - September 13 at 4:30 p.m.