

Wednesday, June 1, 2016

5 -6 pm

76 Main Street North

Attendance

- | | |
|-------------------|---------------------|
| - Fernando Russo | Staff: |
| - Peeyush Gupta | - Suzy Godefroy |
| - Grettel Comas | - Alyestal Hamilton |
| - Herman Custodio | - Bob Darling |
| - Raj Dhillon | |
| - Dion King | |
| - Jason Palmer | |
| - Deb Visser | |

Marketing & Communications Agenda

- Marketing Presentations
- Street Banner Program with the City of Brampton
- Website Update
- Membership Communications
 - o BIA Newsletter
 - o BIA Directory
 - o BIA Business Mixer
 - o New Business Update
 - o AGM - Tuesday May 31st 6 – 8pm Update
- Fall Advertising
- Downtown Brampton Road Construction

Meeting called to order **time 5:10 pm**

Marketing Presentation

IMA Outdoor - Xavier Antanuchi

- IMA Outdoor works in partnership with Metrolinx for GO Train station advertising
 - o Season campaigns are beneficial to increase frequency
 - o Bramalea GO station is the recommended station of choice as it will be all day GO
 - o Brampton downtown station not included in price as location results in immediate exposure
- Presentation handouts attached

- Brampton Transit: Suzy to request a representative presentation at next committee meeting
 - o Committee decides Fall/Winter/Christmas advertising season will result in best return
 - o Costs include \$11000 - \$19000 campaigns for bus advertising for four weeks

Website Update

Suzy Godefroy

- BIA website is now live and was shared at the AGM
 - o Long term plans include regularly updating the directory and building a membership component
 - BIA staff to receive training by end of June

Membership Communication

Suzy Godefroy

- BIA newsletter: will be printed quarterly with digital newsletters going out bi-weekly
 - o Next printed newsletter will be September, being mailed out last week of August
 - Editorial from committee chairs needs to be submitted sooner than later with deadline first week of August
 - o Raj to design header and footer for both digital and printed newsletter

- BIA Directory
 - o Printed directory will be made available to businesses and residents
 - Committee to research digital directory options for downtown installation

- BIA Business Mixer
 - Possible location: Cantina Fellini's
 - Outdoor locations: Ken Whillans Square
 - Preferred date: June 28
- New Business Update
 - Carve: opening still pending. Aiming for end of June open
 - Nom Nom: opening still pending. Aiming for end of June

PGP Video Presentation*Jason Palmer*

- PGP proposes to continue video production for downtown core as initiated with Food + Drink videos.
 - Each action word will have its own seven series video. This plan can be modified dependent on what BIA/sector would like
 - Action: BIA staff and committee chair to review submitted proposal

Street Banner Program*Suzy Godefroy*

- Banner program to be in partnership with City of Brampton designing and printing BIA banners, with the BIA having final approval
 - Committee wants to set another meeting time with Raj to ensure banners remain on brand