

Wednesday, May 4, 2016

5 – 6 pm

76 Main Street North

Attendance

- Fernando Russo
- Peeyush Gupta
- Kristina Romasco
- Cllr. Bowman
- Raj Dhillon

- Dion King
- Jason Palmer

Staff:

- Suzy Godefroy
- Alyestel Hamilton

Marketing & Communications Agenda

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

**Branding & Street Banner Program***Chair Fernando Russo*

- Proposed partnership with the City of Brampton for banner program
  - Production of banner will go to the COB, printing 250 banners with 12 different designs equaling to 21 banners per design
    - 12 different designs will result in six for the BIA and six for the COB
  - The estimated cost is \$10,000 from the BIA to the COB
  - BIA would be responsible for contracting installation, maintenance and storage
    - Current cost is \$2300 per installation with installation being done twice a year
  - Committee recommendation is to take the proposal to the board

**Motion to present a proposal partnership with the City of Brampton regarding banner program to the board at their next meeting****Moved by:** Kristina Romasco**Seconded by:** Peeyush Gupta**Website Update***Suzy Godefroy*

- Website provider: Interkom
  - Website currently under construction
  - Website completion goal: end of next week
    - Mainframe sample to be sent to committee by May 10 board meeting
  - Search feature: to be categorized based on our six key words (that come from the banner program)
- Email marketing provider: Mail Chimp

**Event Advertising***Suzy Godefroy*

- Currently in discussion with
  - Brampton Guardian: proposal to be submitted for year round advertising
  - To check with Metroland for top ethnic media sources
  - Snapd Brampton
  - IMA (billboards) in GO stations throughout the city to hit commuter traffic: \$10,000
- To look into:
  - Public transit marketing
  - Pattison (billboard marketing)
- Before deciding on best channels to execute marketing plan, committee needs greater information; Suzy to request proposals

- Goal: have BIA advertising rates available to the members for co-op placement in publications
  - Potential partnership opportunities to have members sponsor BIA events

**Membership Communications***Suzy Godefroy*

- BIA Newsletter
  - May newsletter mailed this week. Includes events listing for summer season, how businesses can get involved, AGM save the dates, and business mix invitations
  - E-newsletter program to launch in June and have e-news available via website. Hardcopy mail outs to happen September and November. Long term goal of e-newsletter with every month growing to every two weeks
  - ACTION: send PDF/ link of newsletter to the council office to be shared
- BIA Directory
  - Being sent to Interkom to be uploaded to website and organized for search ability
- BIA Business Mixer: May 17, 5-8
  - To introduce new businesses and kick off of TNCS
    - To announce Thursday Night Concert Series 2016 Season at council; delegation sheet available online- goal of announcement May 18 council
- AGM - Tuesday May 31st 6 – 8pm

**Fall Advertising**

- Postponed discussion to next meeting

**Downtown Brampton Road Construction***Suzy Godefroy*

- Communication of big dig can begin; however, no formal communication should begin until after May 25 when the council report containing more information pertaining to the big dig is release; also to mention at AGM and June e-newsletter
- Creation of a task force to be discussed at next board meeting

**Other Business**

- Interest from committee to invite Bob Darling/ Office of the Central Area team to be invited to our meetings
  - Extend formal invitation to the team