

Marketing & Communications Committee Minutes

Location: 76 Main Street North – Presentation Center

Date: Wednesday, November 18, 2015

Time: 8:30-9:30 AM

Agenda Summary:

1. Christmas:
 - Light Up the Downtown
 - Parking Program for December and beyond
 - Santa Claus Parade participation
2. Branding update
3. Annual General Meeting 2016
4. 2016 BIA Marketing Project

Meeting called to order: 8:41

Attendance:

- Chair- Peeyush
- Lindy
- Jason
- Grettel
- Kristina
- Fayaz

Staff

- Lisa
- Alyestal
-

Agenda amendment:

Lisa: update on meet and greet in office space

Meeting

Light Up the Downtown

- Email sent including rules and participation details
- Lindy to help engage storefront businesses for Light Up the Downtown and distribute Christmas flyers and buck slips- to be done on November 18

Parking Program

- Voucher program to give one hour of free underground parking, making a total of two free hours; however, to get the second hour free you must visit at a business to get your voucher
 - Vouchers will be given to BIA on consignment from the city. Merchants will not see a cost for them
- Program only for municipal parking garages and only for December
 - Messaging hasn't been created yet; however, it will communicate the program is limited to parking garages. Collateral pieces will include posters that can be in posted in stores
- Lisa will develop phrases for messaging this program. The primary messages include;
 1. Give awareness of parking downtown
 2. An hour of parking in the underground garage is free

3. By doing business, there is additional parking
 4. Internal communication: street parking is not intended for merchants. There is also an option of \$300 parking garage pass for a year
- Potential for changing garage parking in 2016
 - Awareness and walkabout distribution will be done with 25 per business to start
 - Unused vouchers will be returned at the beginning of January
 - Budget included marketing dollars and money to purchase vouchers

Santa Claus Parade

- Sponsorship opportunity for carriage ride: BIA still needs a family to fill the carriage
- Messaging on BIA float: Lisa has scripted what will be said during TV broadcast as float is on screen
 - Focuses on "Downtown Brampton Businesses", messaging included the BIA as a major sponsor to push for the businesses, on carriage ride it will say "Downtown Brampton Businesses is a proud sponsor"
 - Herman: highlight window decorating and Christmas Market as well
- Jason: is there any photography or videography being done of the event outside of Rogers because Rogers isn't accessible to as many people.
 - We should be covering the event in some capacity so we can create content for promotional purposes
 - Lisa: it is not being done because we have not had the time to create it for this year. Every event budget should include photography and videography.
 - For general purposes: do we want a photographer/ videographer on retainer i.e. pay retainer every month for services and reduced rate of photography, 2-5 hours a month
 - Motion: to move forward in 2016 to find a photographer/ videographer on retainer to work events, collateral in store fronts, and "everyday" shots throughout the month
 - Moved by: Peeyush
 - Seconded by: Fayaz
 - Motion carried
 - Action: Lisa will do a call for photographers and videographers. The goal is to engage and make it fair and equitable to all
 - Kristina: regarding the 2015 parade are we able to access content from BBOT
 - Grettel: in previous winter seasons flower pots were subsidized flower pots; the BDDC managed this program in the past

- Lisa: businesses could submit their invoices and Lisa could confirm how to proceed with this through executive committee.
 - Recommendation to subsidize as per past protocol up to 50% or \$60 based on submitted invoices in January and February for purchases done in December
 - Regarding encroachment by law: Kristina- permits are needed for putting out pot decorations and are for urn style only
 - Previous subsidies were done in collaboration with Office of the Central- display of wares permit, special for flower pots includes diagram of what is allowed and placement of where pots are allowed
 - Grettel: because the BDDC got approval for 2015 permits, we need to get approval for 2016 as a BIA. Previously businesses could not exceed \$120 to be eligible for subsidy
 - No permit, no participation
 - Is Lisa to approve via executive committee based on past programs we'd like to offer to downtown retailers based on them having a permit, we will fund them \$60 or 50% of their spend
 - Office of the Central Area: who will champion BIA collaboration with them for 2016 and speak with Office of the Central Area to talk to them for 2015 permits quickly and for 2016.
 - Fayaz to commit to speaking to Office of the Central Area and share what is needed and how we can make this program continue? Also, to confirm permits through the BDDC are valid for BIA or if they are valid based on calendar year
- Peeyush- potential for hanging signs in storefronts to replace A frames
 - BDDC was to procure storefront hanging signs in a bulk buy and share them with businesses at a subsidised cost
 - Lisa: it is not currently in the budget. However, we need to know numbers and costs to know if it can a) be squeezed in the budget or b) what can be removed to allow for this

Branding update

- Collaborative meeting amongst that committee. From that meeting 3-4 ideas will be brought back to the board
 - Goal to have branding ready for grand reveal at AGM in January

AGM

- Tuesday, January 12
 - Theme: It is your BIA calling
 - Keynote speaker: Executive Director from a successful BIA. Their goal is to educate us on how a BIA runs versus a Development Corporation. They will share that it is membership driven and bring one of their committee chairs to show what participation from the membership looks like
- Constitution will be shared 10 days before the meeting to review and reflect on it as a membership at the AGM. At this point it will be through the board and legal. It is a living document so it can be changed annually.
- Peeyush will lead the AGM planning committee. As such, his goal is to build an AGM committee and work in partnership with staff
- Save the Dates will be sent in the first week of December via email and mail

2016 BIA Marketing Project

- The goal of BIA marketing 2016 is to advertise us as an entity as a downtown. Messaging may change; however, what we are marketing will remain
- The \$80,000 spend is specifically for the BIA in all forms (i.e. online, social media)
- Collaborate with city to ensure commonality in visuals (ex. banners) and conversations are had with Economic Development who controls CN and City Hall banners, along with Bob Darling. He is asking to be invited to partake in some of these meetings (i.e. Marketing & Communications) for this reason
 - The committee approves Bob being invited to the committee meetings. Moving forward, he will be invited and Bob and his team will be engaged
- Aim is to develop a look and feel that will only slightly change to ensure messaging stays the same, but remains engaging through these changes
 - Potential messaging; i.e. Visit Downtown, Brampton. Dine Downtown, Brampton. Shop Downtown, Brampton.
 - By changing the tagline and colour palette, but keeping skeleton of branding the same we ensure the message is consistent
- Impressions for our dollars: based on traffic counts, distribution, and readership the best spend is online because you can track it
 - Print can also be strong ex. Snapd, Curious Tourist; however, transit and billboards are of greatest impact because they are done in longer installments- 4 week

- Ethnic/ speciality media divides our dollars too much for broad messaging; however, more bang for your buck for a specific event that is culturally based
- Jason: Guardian- what type of readership do they have- are enough people seeing it. Is the demographic the people we are trying to after? Who are we really going after? Because a lot of money could possibly be going to this channel and we want to ensure it is being spent effectively
- Kristina: social media and Google ads necessary
- Free listings on websites with generic messaging, posters in community centres and libraries, testimonials on social media and advertorial format to be used as necessary
- Kristina: when do we create the market spend and what channels we would like to use?
 - Lisa will have skeleton of recommendations based on spends and share that via email in December. These details will also be shared with the board via Peeyush's update to get approval to move forward to securing media sources in January for a mid-January to February
- Herman: is it possible to have a sponsorship package with the Rose to include after theatre specials to drive audience into restaurants? Is it possible to have a booth?
 - Come and see us after the show- restaurants and retailers giving coupons. Are we allowed to do that and if not, how can we make it happen?
 - Lisa: this request could be part of our sponsorship ask. We could ask for two nights a month as part of the theatre experience. A committee would have to be created to move forward with it for 2016.
 - Peeyush: is it possible to play the dining video Food & Drink is creating and have it play in Rose Theatre?

Meet and Greet

- It will be done, but no date has been decided yet because no move date has been confirmed