

Marketing & Communications Committee Minutes

Location: 76 Main Street North – Presentation Center

Date: Wednesday, October 28, 2015

Time: 8:30-9:30 AM

Agenda Summary:

1. Budget Spend for 2016
2. Christmas:
 - Light up windows contest
 - Santa Claus Parade participation
3. Branding update
4. Launch of new office: first meet & greet
5. Annual General Meeting 2016
6. Member suggestions

Attendance

- Chair: Peeyush
- Lindy
- Kristina
- Deborah Kenny

Councillor

- Cllr. Moore

Staff

- Lisa
- Alyestal

Meeting Start- 8:45 AM

Review minutes from last meeting:

- Peeyush will action email list and provide us with an update
- Ethnic media: Lisa followed up with the City and will be discussed in budget

Budget Spend for 2016

- \$80,000 for an 'awareness campaign': goal- drive traffic to downtown Brampton from Brampton residents
 - Advertising only in Brampton to Brampton residents
 - Message 'VISIT DOWNTOWN BRAMPTON' OR EAT DB – SHOP DB – THRIVE DB – RELAX DB...or both
 - Designer costs – working with our new branding create the full campaign – messages changes up but maintains the same look and feel throughout – this look and feel will be applied to all of our messages in 2016 – Classic Cars, TNCS, new food event, banners...

Elements to be considered

- Media placement – **billboards**, transit – on buses, in buses and **shelters**, print media – guardian and specialty media, online media, social media, radio (but not really as we do not have a local station)
- Kick off suggest February 2016
 - Elements designed in January
 - Media space booked Dec/Jan for year to create cost savings
- Food & Drink Committee has potential of food based opportunity through Guardian marketing partnership in February (Winterlicious); if strategically timed well with BIA kickoff we optimize our messaging
 - February start is ideal as new ED will be on board and plan will be in place to execute

BDBA

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- Earmark money from beginning for video promotion- commercial: general for downtown and outside of specific video promotion from Food & Drink Committee
 - Something that can be shared
 - Commercial: breakdown based on sectors; looking for retail, looking for restaurants, looking for services- images popping up from a map with animation of store owner faces
 - Draft a creative brief: committee members can submit, narrow down to one vision and take that and the branding and move forward in the quoting process
 - **Budget-** proposed by Kristina: \$5000 max budget approved from the committee for video promotion (to make the video as a completed product)
 - **Recommendation** had to go to the board for approval- Jason (PGP) opts out of voting; all present agreed to amount
 - Marketing partnership (combined \$80,000 with \$40,000 grant from city and \$40,000 match from BIA for the beautification, parking, sponsorship of Rose Theatre and NYE) parameters should be reviewed at next board meeting; however, this \$80,000 is the surplus from 2015
- Main Street Realty Newsletter
 - Capitalize on nostalgia to help drive core residents from the specific reach
 - Potential back page sponsor of BIA to Main Street Realty Newsletter
 - Consider it as part as print media to make it part of suggested tactics
 - They to provide opportunities, costs, and reach to BIA
 - Businesses can buy in individually; evolution in review
- Idea- Open house opportunity/ business walk; potential close down street and include every business; idea to forwarded to Events & Promotions

Christmas:

- Light up windows contest; headed by Lindy- Lisa and Lindy to discuss what that looks like
 - Opportunity to engage the business community
 - Decorate your windows by Friday, November 20 at 4 pm – with all lights on
 - Judged by the Santa Parade House judging committee
 - Prizing – 3 x \$100 prize packs - gift cards (Starbucks & Coffee Culture) and a \$100 pizza party for staff (gusto)
- Santa Claus Parade participation
 - Determining who rides in the booked carriage?; how do we determine who participates and who will be walkers in the parade
 - Walkers in the Parade – in costume (cupcake, tooth fairy, a present?)
 - Banner ask: should we say “brought to you/ compliments of Downtown Brampton Businesses”

Branding update

- Expecting to see the first three initial designs today (October 28)
- Final product for use November 18
- Very basic website coming about the same time

Launch of new office: first meet & greet

- Holiday networking event/ Downtown Brampton Christmas party/ open house; drop in for membership; an evening event
- Moving date not set and will determine when this event will happen
 - Mid-December – suggest 16/17/18
- Location: 76 Main Street as new office
- Open house could be moved to when ED is hired and December is a hectic month
 - **Moving forward:** Alternative is cookie and coffee drop in during December, daytime (12-6), Christmas drop in versus a BIA drop in; casual

Annual General Meeting 2016

Venue possibilities:

- Alderlea – all three dates available (120 standing, 80 sitting)
- Rose secondary hall – Only Monday, January 12 or Thursday, January 14 available; previous location for BDDC meeting and it was filled
- PAMA – available Thursday , January 14 only – timing would have to be 5.30 – 8.30 window – off site by 9 pm
- Location: Theatre, Tuesday is best day
 - Food: appetizers, sandwiches, sweets, samosas
 - Alcohol: cash bar- wait till after meeting to start cash bar and food for post meeting networking
 - 5:30 meeting start

Member suggestions

- Peeyush want to gather a list of all businesses – with address, phone, email & websites – good timing as we need for the website...