

Marketing & Communications Committee Minutes

Location: 76 Main Street North – Presentation Center

Date: Wednesday, September 16, 2015

Time: 8:30-9:30 AM

Agenda Summary:

1. Update on the branding of the BIA
2. Advertising of the Downtown for 2015
3. Advertising of the Downtown for 2016
4. Methods of engaging Bramptonians

Attendance

- Chair: Peeyush
- Councillor Moore
- Jason PGP Studios
- Ed PGP Studios
- Deb- Stems
- Irene- Stephan's
- Scott Goodison
- Rick Evans

Branding Update

- New Name:
 - Marketing Line: Downtown Brampton
 - Communications: Downtown Brampton BIA
- Branding- request for quote: 3 interested, requested storyboard will be reviewed by committee before end of September

Advertising

- Send flyers for events to Downtown residents
- Passport program
 - From the past- 2010/2011 downtown passport, center spread size of Guardian, then passport went into a draw. Councillors reimbursed \$100 as a prize
 - In guardian, posters in rec centers, pick up passports from stores
 - Seasonal passports- Summer passports: Saturday focused, receipt of purchase allows them to enter a contest, Easter egg hunt of a picture in the stores
- Promote experience of the downtown serving your needs (i.e. shopping, dining, investing)
- BIA to provide links to websites and tools for businesses to access to better their business ex. Social media training through SBEC via City of Brampton

Christmas Market

- Window decorating contest: traditionally windows are decorated in time for Santa Claus parade
 - Physical clean up and beautification i.e. window display people's choice to encourage physical clean up event before an event
- Media releases around Christmas Market weekend and all the events happening around it (including Christmas Tree lighting and Santa Claus parade) and marketed together via partnership with the City

Budget

- Marketing plan 2016, aggressive plan around residents and make them into ambassadors
- Budget and excess funds towards marketing and building our cred in our community

Communications side

List building

- Media; advertise in ethnic media and surrounding local newspapers of small towns (i.e. Caledon, Orangeville, Georgetown)
 - Reach out to every media outlet and invite to a meal and have them bring a copy of their publication, package, and plan on how they can promote the downtown, who the BIA is trying to reach out how
 - e.x. lunch can be a sampling of downtown food based businesses. Estimated turn out 12-15
- Business; encourage businesses to engage in BIA and utilize their existing platform to convey messages regarding events and opportunities
 - Make sure email list is update: Peeyush took initiative to build list
 - Invite business owners to lunch/breakfast to build up morale / engagement: i.e. Bloor West Village does a dinner from surplus budget to build engagement from membership; when office space open have an open house
 - Networking event to get people in the same room, how do you create that atmosphere- plan for when we get together and an objective and target audience
- Resident/ volunteer; building associations exists. Through them we could access residents and post information to events—same is true for local community places; YMCA and churches
 - Help residents (new and old) to reimagine what “Highway 10/7” through advertising and messaging—newspaper, radio, advertising our programs and events
- Media placement: billboard on high traffic roads, on transit, bus shelters
- Budget established for 2015: money for events that have not happened will add to a surplus that will be used for rebranding and marketing dollars to re-establish downtown Brampton as a destination in 2016

Potential staffing of marketing endeavours

Two options

1. Part-time marketing support person/ team: contracting them to do our marketing and have them serve our particular needs
2. Internship opportunities for students to partner with the BIA to optimize marketing and social media
 - Ex. PGP uses local high school co-op students as part of their team