

Tuesday, October 3, 2017
8:30 a.m. to 9:30 a.m.
76 Main Street North

PRESENT MEMBERS:

Grettel Comas, Irene Ongaro, Kristina Romasco

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. Christmas in downtown Brampton

- **Christmas Tree Decorating Contest**
 - Public schools are being reached out.
 - Schools will be provided wooden cut trees for them to paint, then displayed in the downtown laneways.

- **Photos with Santa Claus**
 - Location and photographer be determined.
 - Booked Santa every Saturday.
 - December 9 and 23 will be Breakfast with Santa.
 - December 9 with Wendel Clark and December 23 potentially at Sunset Grill.
 - Discussion arose on having tours with Santa and telling a story during the stroll. Possibility of partnering with FOLD.
 - Art can be provided from schools and create a competition, illustrating a part of the story/ shop.
 - Can reach out to the heritage walking tour with the ghost walking tour contact.

- **Carriage Rides**
 - In progress of being confirmed, as well as seeking wagon rides on Saturdays.

- **Entertainment Schedule**
 - Need to ask the City for a list of Christmas activations.

- **Tree Lighting Ceremony**
 - Ask businesses to have their doors open during and after the event.

- **City of Brampton Christmas Market**
 - This item was not discussed.

- **Holiday Street Market – December 2, 9, 16, 2017**
 - **City Presentation**
 - Going forward with the ask for Main and Queen.
 - Utilizing both streets will be determined if there are enough vendors.
 - **Retail Strategy**
 - Discussion arose on whether guidelines will be given on giving back to the BIA businesses, aside from having doors open.
 - I. Ongaro mentions her competition concern for the Holiday Market and suggests having strict criteria due to competition.
 - **Vendors**
 - I. Ongaro asks if the partner is providing tents and is to be clarified. Also, if the tents are provided, will they be backed with a lining.
 - Discussion arose on whether they want the Holiday Market or not.
 - An example arose on the City continuing with Harvest Market, shutting down downtown businesses, however, when BIA businesses want to activate a similar event, they will be assumingly told no.
 - A list of potential BIA vendors has been compiled.
 - Could have the potential of having ambassadors that are positive for the Holiday Market.

2. 2018 Events Budget

- Item deferred due to time constraints.

3. Other Items

- October 28 is Trick or Treating in downtown Brampton, similar to Easter Egg Hunt.
 - Treat bag decorating in Vivian Lane; no sponsor.
- Pumpkin Decorating this Saturday, October 7, 2017.
- Downtown Brampton Harvest Market.
 - Extension of farmers' market and businesses are aware via BIA e-news.
 - Same corporate rotating booth is also available to BIA businesses.