

Tuesday, November 7, 2017
8:30 a.m. to 9:30 a.m.
76 Main Street North

PRESENT MEMBERS:

Grettel Comas

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. 2018 Events Listing and Budget
 - The meeting began with the question of whether these events will be hosted next year.
 - Kristina Romasco, who had to regret today's meeting, requested to not host any street festivals or any festivals in Garden Square next year for 2018 due to construction leading to danger and safety issues.
 - If other festivals would like to do an event, the BIA can support them financially.
 - Overall should not do any big events.
 - Classic Cars Celebration
 - Not a decision to be made at committee level, given only G. Comas is present and other members believe the BIA should not be organizing due to not receiving any benefit from it, particularly to the businesses.
 - Peeyush Gupta has mentioned bringing motorcycles and hot rods to bring in a new vibe and modern in previous discussions and meetings.
 - Reasons why the BIA should not be organizing are due to:
 - Members are not as engaged and not wanting to participate.
 - The costs are very high
 - Thursday Night Concert Series
 - The concert series was founded by the Brampton Concert Band, and currently the BIA pays for all music booked as well as the advertising.
 - At this time the BIA needs to determine whether this event will be funded by the BIA.
 - Always wanted to be more versatile with the music genre/style, but always results to not changing.
 - In 2016, the BIA attempted in doing a rotating booth but did not receive any interest from businesses throughout various callouts (eNews, word of mouth).
 - Discussion arose on having a different genre of music for every single night.
 - Allocating a certain amount per genre should also be established.
 - Should also be hosted in different venues, especially during the construction next year.
 - The event overall could be rebranded
 - Music in the City was mentioned.

- Party in the LANE will be continued but branded as its own event.
 - PITL Fall Edition was \$10,000 for McArter Lane only
 - Potential dates for next year will be:
 - June 22, 2018
 - July 20, 2018 for Classic Cars Celebration, or July 27 if Classic Cars Celebration is not pursued.
 - September 14, 2018
 - Budget will be approximately \$14,000 for each date.
 - Note to change the budget for Party in the LANE.

- Signature Food Event
 - A Taste event and is being put back to food and drink.
 - This year one big Taste, last year two Taste events and next week, food and drink will discuss new ideas.

- Thursday Night Concert Series
 - Need to determine whether this event will be funded by the BIA.
 - Always wanted to be more versatile with the music genre/ style, but always results to not changing.
 - Attempted doing the rotating booth but did not receive any interest from businesses throughout various callouts (eNews, word of mouth).
 - Discussion arose on having a different genre of music for every single night.
 - Allocating a certain amount per genre should also be established.
 - Should also be hosted in different venues, especially during the construction next year.

- Christmas
 - No market anymore.
 - BIA to revisit Holiday Street Market for 2018.
 - Market could be \$30,000 and then programming/ marketing \$15,000.
 - Carriage rides are neutral.

- Sponsorship
 - In 2017, the following events were supported by the BIA as follows:
 - Live Art: \$3,000
 - Latin Fest: \$3,000
 - World of Jazz Festival \$3,000
 - Vibrant Brampton wanted \$3,000 and could be adjusted to \$1,000
 - Lusofonia: \$1,000
 - FOLD: \$1,000
 - Total \$15,000 and went up.
 - Live Art and World of Jazz will likely happen again.

- Decided to keep the amount at \$10,000 and will await proposals from those seeking interest.
- **Action point:** Make a call for sponsorship deadline.
 - January 31, 2018 is the deadline and sponsorship will be reviewed in February 2018.
 - Approve by March 2018 and will confirm with their respective amounts.

- Pumpkin Decorating can be \$500.
 - Pumpkin carving contest for adults was discussed.

- Trick or treating: \$1,500.

- Taking out Rose Theatre Sponsorship and removing the line item. Changing to place that that \$5,000 to Sponsorship.

- New Years could be \$5,000 instead of \$6,000, and move \$1,000 in pumpkin decorating.

- Easter Egg Hunt
 - To be the same budget as trick or treating/ pumpkin decorating – up to \$2,000.