

Tuesday, November 14, 2017  
3:00 p.m. to 4:00 p.m.  
76 Main Street North

**PRESENT MEMBERS:**

Sabeena Coulter, Kristina Romasco, Scott Upshall

**STAFF:**

Suzy Godefroy, Bobby Karmakar, Andrea Magana

**1. Winter Taste Event**

- Looking at preliminary dates maybe to coincide with a Winter edition for the Discover Downtown Brampton magazine.
  - S. Coulter says after Valentine's Day is good.
  - K. Romasco says March Break is not a good time.
- To begin on February 26 or 19 for two weeks until March 11 to coincide with Hometown Hockey by the City of Brampton.
- Last year was specials, promotions, prix fixe and a passport with ballot boxes.
  - Squares were too small.
- S. Godefroy mentions wanting to continue having an offer at particular businesses.
- Discussion on a theme, particularly on a sampling of every place you visit.
- Criteria requirements discussed include:
  - Needs to be a family of foods.
  - Minimum number of samplers.
  - Minimum discount/ sampler.
- Discussion arose on how to drive more traffic to this event.
  - Adding additional events, paying for a feature in Discover, or putting on an event in their business.
- Win dinner for a year, too big a prize?
  - S. Coulter suggests having little prizes, such as 10 prizes of \$100.
- Keep the qualifier to donate a gift card/ certificate.
- Terms and conditions: need a minimum of 15 participants.
  - Terms to be determined, including prizes of downtown dollars being redeemed.
- Levels of promotion.
- Can make it incentive based.
- Different levels for prix fixe and specials should be allocated.
- Different radio to test different waters.
- Anything food related during the three months of Spring should be implemented.
  - Staff will come back with an event plan and marketing ideas.
    - Another magazine needs to begin in the next two weeks.
- Participation guidelines need to be completed ASAP.

**2. Holiday Menu Promotion**

- Seeking holiday menus to be promoted.
- Menus can be posted on the holiday page of the BIA website.

**3. Restaurant Parking**

- Should be printed in the bottom of all receipts, for example.
- Fanzorelli's has it posted everywhere on the front desk, on their website and the City of Brampton used to give postcards.
- Parking campaign coming out soon.
  - Requires a good map and signs.

There will be no Food & Drink Committee meeting in December.