

**Wednesday, October 11, 2017
4:30 p.m. to 5:30 p.m.
76 Main Street North**

MEMBERS:

Roberto Carreiro, Grettel Comas, David Eddy

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. Garden Square Screen Update

- S. Godefroy made a presentation to Committee of Council and asked for 5 spots a day in the screen.
 - Currently in progress.
- Meeting with Brampton Says this Friday with regards to content and concepts.
 - Have done videos with the City and also for ON Tour.
 - Content of the videos will be focused about stories.
- G. Comas suggested having a PowerPoint of all the storefront images.
- R. Carreiro comments that the purpose is to show the interior as they always see the exterior.
- Action: give the call to everyone and whoever meets the deadline, will be approached.
 - R. Carreiro suggests providing a package to provide the cost which includes the storefront and interior of the business.

2. Discover Downtown Holiday Magazine

- Have not received a big response for advertisers.
- Rate card has been inserted in the printed newsletter and distributed to the whole membership.
- Editorial is completed and S. Godefroy outlined and discussed the layout for the content.
- Razor Creative will be designing the magazine.

3. Christmas Marketing Programme

- Item deferred.
 - Christmas committee to meet next week.

4. Winter Taste Event

- Beginning to organize this event for 2018.

- Food and Drink informally met on working with the same date as 2017 and will be similar and identical.

5. Downtown Reimagined Marketing

- Previous intern from Humber College made a marketing report on Downtown Reimagined.
- Needs to be advocated on the positive aspects for the construction.
- Will email the Downtown Reimagined marketing report to the committee.
- G. Comas suggests installing speakers on Queen and Main to play music and keep it playing to create the good vibe during the construction.
- Meeting regarding this October 25 from 9 am to 10:30 am

Other topics discussed:

- Brand Identity
 - Special board meeting to be scheduled regarding this topic.
- Tree Lighting Sponsorship: \$4,000
 - Good for visibility.
- Municipal Engineering Association 2017
 - Should sponsor and will provide the next edition of Discover Downtown.