

Wednesday, November 8, 2017
4:30 p.m. to 5:30 p.m.
76 Main Street North

MEMBERS PRESENT:

Herman Custodio, Fernando Russo

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrew Magana

1. Discover Downtown Holiday Magazine

- Currently in print.
- Receiving final cost from Razor Creative Solutions Inc. for creative design.
- Editorial content cost received.
- \$12,400 projected cost. \$3,800 revenue from advertisements.
 - Net cost is \$8,500 including distribution.
 - Quotes were received for printing from Atomic, UPS, Brampton Guardian, and snapD.
 - Awarded to Print 3 simply because they reside in the boundary.

2. Christmas Event Plan & Marketing

- 3,000 copies of the Discover Downtown magazine will be distributed in downtown businesses and 17,000 to homes by Power Flyer Distributor.
- inBrampton will be hosting banner ads and sponsored posts.
 - Facebook contests which are really well and always boost engagement, increasing Facebook total likes of the Downtown Brampton BIA page.
- Looking into Bramptonist for banner ads.
- Other incentives include parking garage posters, regular posters, postcards, snapD, online booking with Toronto Star, radio advertising, and Brampton Transit.

3. Parking Marketing Update

- An RFP was sent for parking marketing.
- Need to receive an update that signage will be present for parking in downtown at the next Board meeting.

4. Construction Marketing

- A meeting regarding this topic was held a couple weeks ago.
- Discussions included the BIA's expectations and are not engraved in stone.
- Marketing ideas include "how to keep construction positive for the business community and exciting of the end result."
- Different parking incentives and whether construction was to occur was also discussed.

- An idea discussed included marketing training to businesses in the new year to support their knowledge in coming downtown.
 - Could be social media workshops and surveying.
 - S. Godefroy recommends providing a marketing package with contents including little messages on what to communicate to businesses' customers.

5. Date and time of next marketing meeting

- Wednesday, December 6, 2017 will be scheduled and will be determined if there is enough interest to continue.