

Wednesday, January 17, 2018

4:30 p.m. to 5:30 p.m.

76 Main Street North

MEMBERS PRESENT:

Joe Asensio, Roberto Carreiro, Grettel Comas, Fernando Russo

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. Parking Marketing Update

- Presentations on the Parking Marketing included:
 - Marketing
 - Razor Creative Solutions Inc.
 - The Marketing Pad
- Those that attended favoured Marketing for pitching a mascot that could be present at special events, as well as produce parking information videos, who would talk up the downtown parking facts and lighten up the parking issues in the downtown.
- The committee discussed the lack of parking signage and the critical need to bring awareness to parking in the downtown.
- J. Asensio suggests doing another walk through to take back to the City again.
- **Action item:** to set up a time to do a walk about.
- Marketing committee recommended to hold off for awarding the parking marketing project until the City has addressed the parking issues that were identified in July 2017.
- S. Godefroy to send notes from the July walk about.

2. Construction Marketing Update

- When Construction occurs, G. Comas wants a sign to say **Parking this Way** and **Open for Business** with the list of businesses.
- Communications plan to be presented at a meeting that S. Godefroy will be attending.
 - J. Asensio suggests to be invited for the Communications planning meeting.
- **Action point:** Get a Farmers' Market update for the Events Committee.
- Discussion arose to request councillors to have more inclusion and be more active in the process during the next Board meeting.
- Committee of Council announced today that a delay of the current tender will be no later than July 30, 2018.
- City is currently awaiting to hear back from the Ministry re: Part II Order.
- Marketing Committee has recommended that a BIA Membership Update meeting to be scheduled ASAP.

3. Discover Downtown Spring Edition

- Lots of advertising interest by the membership.
- Designer has been met and a rough draft will be sent by the end of next week.
- Authentic downtown photography to be compiled.
- Magazine will do a feature is on Food and a focus on The Taste of Downtown Brampton.
- Suggestion on chef profile or feature on one business was mentioned.

4. Other Business

- There was none.