

Tuesday, February 6, 2018
8:30 a.m. to 9:30 a.m.
76 Main Street North

MEMBERS PRESENT:

Grettel Comas, Peeyush Gupta, David Harmsworth, Irene Ongaro, Kristina Romasco

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

GUESTS:

Laura Lukasik

1. Events Update – Hometown Hockey & Farmers Market

- Laura Lukasik from the City of Brampton is present to update the Committee on Hometown Hockey and the downtown Farmers' Market.

– Hometown Hockey: March 10 and 11

- Road closures will begin on March 8 at 9 a.m. after rush hour on Main Street North, as set up will begin and continue through March 9.
 - The road closure will consist of four days.
- Majority of activities are from Queen and Nelson as well as Garden Square.
- Saturday and Sunday will have community booths on the street.
- The City will want to promote that the businesses are still open during all this activity during the road closure and blockage of their storefront by the structures.
- Hometown Hockey is prepared to supply decals for window decorating participants.
- Big flags with business names will be mounted on the buildings.
- Lamp post signs on Main Street saying “visit our stores and listing the stores” will be posted as well.
 - Logos to be supplied.
- Discussion arose on having shopping bags, similar to ‘Sparkle’ so that people will buy things.
- The City is happy to give buttons for customers too.
- BIA office will be greenroom.
- Staff will be present on Thursday to give a listing of what’s available.
- Roads will reopen by 5 a.m. Monday morning.
- Action point: BIA will call out a sales idea for the businesses to have people in the stores during the weekend.

– Farmers' Market

- Watermain component of Downtown Reimagined is stalled.
- Shovels are expected to be in the ground after Labour Day.
- Originally, the market as going to be held at Rosalea Park, however, due to the construction update, is now returning to Main Street.
- Market dates will be every Saturday from June 16 to September 1 with regular hours of 7 a.m. to 1 p.m.
- The Downtown Harvest Market will then be held from September 8 to November 3 at Rosealea Park.
 - If by August 1 there is no construction to be scheduled, then the Market will continue on Main Street.
- The City will come back to the BIA with the plan/ map of vendors and appropriate placements. (I.e. no cookie vendor in front of a bakery).
- P. Gupta mentions BIA businesses to have the opportunity to hold first right of refusal/ opportunity for a spot to pay.
- K. Romasco also mentions the trucks in the market blocking the storefront.
- S. Godefroy also mentions a sidewalk sale for Queen Street.
- L. Lukasik will have a focus on the Queen Street businesses and George Street for a bi-weekly newsletter on the Market.

2. Event Overview for the next 6 months

- Event Schedule handout was distributed that is going to be inserted in the upcoming newsletter being mailed out to the membership this week.
- Carriage rides to be promoted; ‘Stop by my shop then go on a carriage ride.’
- Easter Egg Hunt: Discussion arose on ideas to make a different decal
 - Discussion arose on having a photobooth again like during Trick or Treating.
- Mother’s Day carriage rides will be held from 12-4 p.m.
- PARTY in the Lanes: modified from Classic Cars Celebration.
 - I. Ongaro mentions having rain dates scheduled.
 - Classic Cars Celebration was mentioned and since the construction is now delayed, discussion arose on whether the BIA will receive criticism for not hosting a car parade.
 - S. Godefroy responds that the road closure jumped in cost and the return on investment was also discussed.
 - S. Godefroy also mentions the better engagement of doing smaller events focused on families, rather than one event focused to an elder crowd.

3. Music in the City BIA & COB Project

- A meeting was held last week with Grettel Comas, Kristina Romasco and Carmen Spada from the World of Jazz Festival.
 - Brainstorming the idea on *Music in the City* and showcase through the whole season live music in the downtown.
 - Can be hosted in laneways, Gage Park, restaurants etc.
- Reached out to Roberta Canning, Sam Wilson, and Greg Peddie to see what they're going to be doing.
- Bob Darling supports the idea and would like to partner and take whatever is happening to create *Music in the City* in downtown.
- Currently working on compiling information.
- Meeting date will be soon once confirmed.
 - Can bring back to the next Events Meeting.

4. Community Partnerships & Sponsorships

-Summary of proposals received

- 9 different proposals were received.

-Meeting date for sub-committee to review

- Friday, February 9 at 9 a.m.