

**Tuesday, June 19, 2018
3:00 p.m. to 4:00 p.m.
76 Main Street North**

MEMBERS PRESENT:

Kristina Romasco

GUESTS:

Sabena Coulter

STAFF:

Suzy Godefroy, Andrea Magana, Teagan Pecoskie-Schweir

1. The Taste of Downtown Brampton – Fall 2018

- Looking to opening up the event to other Brampton businesses besides the Downtown Brampton BIA restaurants.
- Event date: October 15th- 29th, 2018.
- Rebrand this event to be called the Taste of Brampton instead of the Taste of Downtown Brampton if opening up to other Brampton restaurants.
 - Compile a list of restaurants to target, ex. Aria, Jack Astor's
- Downtown Brampton Businesses fee will be same as last year, donation of gift card, and other businesses outside downtown core \$100.00 fee.
 - If outside businesses want to participate in the Fall and Winter Taste looking at doing a combined price for both events.
 - BIA to come up with a one-page summary of being part of the Taste, and the benefits. Get some testimonials for the one pager from customers and businesses, have ready to go in the next two weeks.
 - Radio - last year the BIA booked 680 News.
 - Need to get all businesses participating in The Taste Downtown Brampton to be on board before September, and the end of August latest for outside vendors.
 - Look at Inbrampton to see the top 5 Restaurants we would want to target for outside vendors, also put out a press release for any other businesses that might be interested in participating.

2. Outside Food Vendors at Special Events in the downtown core

- Looking at having food vendors at the FIFA games that play in the Garden Square, looking at charging around \$150.00 fee for outside vendors to be in the square, and the vendors can only be there for the duration of the game.

- Looking at charging \$25.00 for BIA businesses that would like to participate they would have to pay in advance and have proper insurance and health forms done, and they would have to set up their own tents.
- The BIA has been approached by a few outside vendors who are looking to do more in the downtown core during special events. BIA to handle each inquiry case by case.

3. Culinary Brochure

- BIA gave out Culinary brochures at FOLD and the Rib N Roll.
- BIA to give out the Discover magazine & culinary brochures at all events that the BIA is sponsoring and the Farmers' Market.
- Looking at updating the brochure quarterly with all the new businesses that come in and take out the ones that have left the downtown core, potentially colour code the restaurants.
- Where are we sending culinary brochures
 - Sponsorship events (Frisbee, Jazz, PITL, Bhangra)
- Need to add another Parking garage P for the West Tower parking lot.
 - 5 parking lots total downtown Brampton

4. Other Advertising opportunities

- Rose Theatre elevators.
 - List generic ad utilizing the businesses downtown not a huge map
- Look at putting culinary brochure in the Rose theatre lobby, with a stand up sign, and a flyer stand/rack that holds BIA Discover, culinary brochures, and restaurant menus etc.
 - Try and advertise in lobby not elevator, everyone is in the mood to go home and doesn't pay attention to elevator ads.
- Look into doing advertisement on buses.