

Tuesday, October 2, 2018
9:00 a.m. to 11:00 a.m.
76 Main Street North

MEMBERS PRESENT:

Peeyush Gupta, Kristina Romasco, Abigail Feige, Tracy Pepe, Grettel Comas,

CITY REPRESENTATIVE:

Laura Lukasik, Samantha Wilson

STAFF:

Suzy Godefroy, Teagan Pecoskie-Schweir, Andrea Magana

1. Events:

- Taste of Brampton - October 15th-29th
 - Photo-op with the chefs/owners on October 11th at 11:00am for the Taste of Brampton Launch
 - Marketing & Media Overview
 - Bramptonist
 - InBrampton
 - 680 News- takeover on their website
 - Mobile signs
 - Brampton Guardian – digital
 - Printed → takeout bags, postcards, tent cards, window decals, posters
- Ideas to market in the future
 - Mail out post cards in 1-2 km radius of downtown Brampton.
 - Cater to all demographics, have print ads in newspapers as seniors prefer this type of method.
 - Winter edition of Discover Downtown will come out around February, will focus on the winter Taste, and reaching different target markets.
 - Canada post able to collect stats with regards to mailing out promotional material.
- Pumpkin Decorating
 - Happening Saturday October 6th from 9:00am- 11:00pm in Garden Square at the last Farmers market.
 - Kids are able to decorate a pumpkin and take it home with them.
- Dog Parade / Trick or Treating
 - Dog parade will take place after Trick or Treating at 1:00pm on Saturday October 27th, 2018.
 - Will make a loop in Garden Square
 - Crumps naturals have provided dog treats
 - A lot of media traction already happening for the Dog parade
 - 32 businesses are on board for Trick or Treating hoping to have 40
 - Over 2,100 people interested in Trick or Treating on Facebook.

- Talking with Garden Square to see if they can play a Charlie Brown Halloween movie or have Halloween music playing throughout Trick or Treating on Saturday October 27th, 2018.
- BIA looking into getting business to sponsor bags for trick or treating (having their logo on the bag).
- **Tree Lighting/ Holiday Market & Downtown Brampton's Sparkle Shop & Dine**
 - L. Lukasik talked about the theme of the weekend which is Winterlights.
 - There will be a Jazz band playing through out the tree lighting event starting around 6:30pm. The lights on the tree will go on at 7:00p.m.
 - Holiday Market will happen from November 16th – 18th (Friday from 5:00-10:00p.m., Saturday from 10:00 a.m-10:00p.m, Sunday from 10:00a.m- 3:00p.m.)
 - There will be warming stations throughout the night of the tree lighting, as well as some Food trucks on Wellington Street.
 - City of Brampton is looking into getting lights for all businesses on street level for Main Street & Queen Street to help light up downtown Brampton for the Winterlights weekend.
 - The BIA will be having their Sparkle Shop & Dine shopping event during the Winterlights weekend, promoting individuals to shop while they are downtown for the activities.
 - Talk of getting window decals for businesses participating in the Sparkle Shop & Dine shopping event, as well as those who are participating in the Window decorating contest. That way shoppers can identify who are participating in what promotions or contests, (People's Choice Awards for window decorating contest).
 - Sheridan College has reached out to help businesses decorate their windows, creating mood cards to distribute.
- **Santa Claus Parade**
 - Happening on Saturday November 17th, the BIA is a sponsor.
- **Breakfast & Brunch with Santa Claus Dates**
 - City of Brampton have Santa booked for a brunch on Sunday November 18th, the BIA will have breakfasts with Santa again on December 8th and 22nd.
- **Carriage/ Wagon Rides**
 - Will start again the first Sunday after Santa Claus Parade.
- **Wish upon a Tree**
 - BIA is talking with the City of Brampton, and sponsors to get some colourful 6' trees in laneways to beautify the downtown.
 - Retailers would sell plastic ornaments with all proceeds being donated to local charities.
 - Individuals who buy the ornaments can write their wish and place it on one of the trees.
 - Talking to Canadian Tire, to see if they can help donate Trees's or ornaments for this event.
 - Need to consider locations to place the tree's as Garden Square gets very windy and need to be secured, and certain laneways don't have power.
- **Christmas banners to be switched after Remembrance Day and the Santa Claus Parade.**
 - There will be 10 new banners every year for local veterans.
 - City of Brampton reached out to the Churches downtown with regards of the Remembrance Day parade at 11:00a.m.

2. Marketing:

- **Holiday Marketing**
 - Sparkle Shop & Dine campaign looking at changing up the colours this year to: Gold, Purple, and Teal.
 - Idea of promoting events such as Wish Upon a Tree by flags in the planters.
 - Looking at holiday marketing throughout the following methods
 - Transit
 - Mobile signs
 - Bags
 - Contesting
 - magazine
- **Local Marketing Initiatives**
 - Currently delivering our promotional material by postcards, and posters to businesses downtown and rec centres in Brampton. E-news going out bi-weekly.
 - Look at pricing for having 6 drops a year with promotion material being delivered to communities. Ex. Postcard with where to park downtown, on the back upcoming events happening in the downtown.
 - More information with regards to loyalty programming to follow for next meeting.
 - Any card on hold as they do not have enough staff at this time.
 - Look into incorporating sparkle money for the holiday season, redeemable at certain locations something similar to Downtown Dollars.
- **Discover Downtown Brampton Magazine – Holiday edition Content and ads to be submitted to the BIA by October 9th, 2018.**