

Tuesday, November 6, 2018  
9:00 a.m. to 11:00 a.m.  
76 Main Street North

**MEMBERS PRESENT:**

Peeyush Gupta, Kristina Romasco, Grettel Comas, Herman Custodio, Roberto Carriero,

**CITY REPRESENTATIVE:**

Paul Aldunate, Daniel Francavilla,

**STAFF:**

Suzy Godefroy, Teagan Pecoskie-Schweir, Andrea Magana

**1. Events:**

- Tree Lighting & Sparkle Shop & Dine
  - The BIA is sponsoring the Tree lighting again this year taking place on November 16<sup>th</sup>, 2018.
  - Sparkle Shop & Dine shopping event taking place with over 20 businesses. The BIA will be creating a window decal for participants, and posting offers on BIA website.
  - Asking City to make mentions of Sparkle Shop & Dine promotions throughout the night on stage at Tree lighting.
  - The BIA will be putting A- Frames to market Sparkle Shop & Dine during the night of Tree lighting.
  - G. Comas suggested we have hanging signs outside businesses, to market events happening downtown, that can be changed throughout the year.
  - Moved to next meeting: to discuss getting signs in January.
  - Sparkle Shop & Dine will be promoted through social media, paid ads, postcards with maps of the stores.
- Santa Claus Parade
  - The BIA is also sponsoring the Santa Claus Parade again, taking place on Saturday, November 17, 2018.
- Winterlights Weekend
  - Friday November 16<sup>th</sup>, 2018 is Tree lighting
  - Saturday November 17<sup>th</sup>, 2018 night is Santa Claus parade
  - Sunday November 18<sup>th</sup>, 2018 during the day Brunch with Santa, Pictures with Santa in City hall, and Holiday pop- up Shoppe inside the Conservatory.
  - Through out the whole weekend push on social media to have all the individuals visiting during the Winterlights Weekend to explore the downtown.
  - Window decorating kits have gone out in the last few e-news. Judith Nyman students assembled the kits and delivering them on Thursday November 8<sup>th</sup>, 2018 o businesses.

- **Holiday Scavenger Hunt Idea**
  - Ideas for the children to look in stores for a letter that spells out a word, once their form is completed, they can submit it to win a prize.
  - Incorporate Santa with the scavenger hunts on the days he is not doing breakfast with families.
  - Another Idea for the scavenger hunt is have kids hand their lists in to Santa after they have finished the scavenger hunt.
  - Look at having the scavenger hunt go on all month long, families can pick up forms and submit them to a Santa mailbox at the BIA.
  - Have the kids enter their submitted scavenger hunt list to win a gift basket.
  - Incorporate Christmas objects for the scavenger hunt.
  - Another idea for the scavenger hunt was to have an object in a store window and have the kids write down the object and what store it was in.
- **Breakfast with Santa**
  - Breakfast with Santa will happen on Saturday December 8<sup>th</sup> & 22<sup>nd</sup>
  - December 8<sup>th</sup> breakfast with Santa at Joey's Deli & December 22<sup>nd</sup> breakfast at Sunset grill.
  - Santa is booked with the BIA every Saturday during December, still looking for activities Santa can do on December 1<sup>st</sup> & 15<sup>th</sup>
  - Partnering up with the City to have a breakfast with Santa at Wendel Clark's on November 18<sup>th</sup>, it is already sold out.
  - Each breakfast with Santa tickets are bought off Eventbrite for \$1.50 with all money going to Regeneration.
  - There was an idea of having the new Sparkle Shop & Dine bags being handed out at the breakfasts with a gift inside, and a candy cane with a note of Merry Christmas.
  - Joey's Deli can sit 120 people in total from both sittings, Sunset Grill can hold up to 144 people, and Wendel Clark's Classic Grill and Bar can hold up to 144 people.
  - Joey's Deli and Sunset grill tickets for breakfasts are still up for sale. Times for Breakfast with Santa go from 8:30-11:30am.
- **Carriage Rides & Wagon Rides**
  - Same program as in the past, starting the Sunday after the Brampton Santa Claus parade (November 18)
  - Carriage rides will go every Friday from 6-10pm, Saturday 4-8pm, and Sunday from 12-4pm until December 23. Then from December 26- 30 every night from 4-8pm.
  - Free wagon rides on Sundays December 2, 9, 16 with princess or characters, and Santa and Mrs. Claus on December 9<sup>th</sup>, 2018.
  - A-frames will be placed at Buffy lane for the carriage line up
  - It was mentioned to have postcards go out with carriage rides dates and times, and on the other side information about the parking downtown Brampton to help promote both items.
- **Wish upon a Tree – December Fundraiser**
  - Talked to Canadian Tire at Shoppers World about getting trees to put around the downtown, to have shoppers and residents put their wish ornaments on. The Canadian Tire needed to get the other 3 Canadian Tires on board to sponsor this idea, and they were not able to.

- As we were not able to get trees donated, have businesses have their own trees in their stores, where shoppers can buy ornaments to write their wish on at that business.
- Look at getting around 1500 ornaments from Canadian Tire and distribute to businesses.
- Focus on doing a soft launch this year of Wish Upon a Tree, and then next year make it a bigger launch.
- Other:
  - P. Aldunate talked about how Ryerson University wants to partner with downtown Brampton, and still want to try and open a campus downtown Brampton.
  - Last year Algoma University started a full 4 year BBA program for students, which has now doubled the students, they are looking to expand their campus more downtown Brampton.
  - 2 nights a week Cyber Security certificate program by the Chang School will be taking place at West Tower, the program will start in January.

## **2. Marketing:**

- Discover Holiday 2018 & Distribution Plan
  - Magazine has gone to print, there will be 20,000 copies printed again. With 15,000 copies being delivered to homes within a 3 km radius of the downtown. As well as targeting a subdivision in Heart Lake. Peel village is being delivered to as well, and 5000 copies will then be distributed to the businesses downtown.
  - A good target to market to reach is the Revera Greenway senior's retirement home for the next Discover Downtown edition.
- Christmas Media Buy
  - Using similar media buy in's as before
    - Inbrampton (Facebook, Instagram buys)
    - Bramptonist
    - Brampton Guardian
    - Brampton Transit (instead of radio)
    - Mobile signs
    - Parking garage signs
    - Postcards
  - Transit ads Sparkle Shop & Dine has no current call to action, need to create specific messaging, for the 6 week campaign
    - Look at 3 different messages for transit ads incorporating the Sparkle Shop & Dine brand. As we have 15 buses that will have our messaging on.
    - Ex. Book you holiday party
    - Complete your Christmas list
  - Transit ads running from November 12 to the end of December.
- Discover Winter 2019
  - Focusing on editorial ideas for professional services
  - Start working on articles now, and get professional services to submit editorials.
  - Goodison Insurance writes a lot of articles, would be good to reach out to them.
  - Look at Universities to submit articles (Algoma, Ryerson, Chang School)
  - Focusing on professional services, as they do not always get highlighted.
  - Meeting to follow after tree lighting to go over Discover Winter 2019 edition

- Marketing initiatives
  - Postcard drops on a regular basis to local residences
  - Look at getting quotes and prices for printing multiple post card drops
  - Look at getting postcards go out the first week of December to help residences keep the downtown on their minds. December postcard focus on the parking downtown, have them be double sided either 4"x6" or 5" by 7"
  - Look at doing monthly or bi-monthly postcard drops
  - Strategize postcard drops and magazines, look at messages want to promote and push during certain times of the year. Plan into a calendar in advance to know what we are advertising throughout the year.
  - Kick off regular postcard drop in the new year
  - Magazine has a life span of around 6 weeks, next magazine will be Discover Winter with distribution in mid February
    - Need to focus on who the audience we are targeting
    - Messaging for magazine
- Other
  - Try and put signage up on fences off Nelson Street outside the bus terminal, to help make it more welcoming. As it is not an appealing area of the downtown, and is a very busy area with the bus terminal located right across the street
  - Idea to try and increase lighting in the laneways especially McArter Lane, to make it more welcoming area, talk to the City with ideas to beautify the laneways.
  - Digital Main Street is a grant program that offers a limited amount of money to businesses in BIA's areas. There are two types of grants businesses can apply to. It is being pushed through in the e-News to all the businesses downtown.