

Tuesday, December 4, 2018

9:00 a.m. to 11:00 a.m.

76 Main Street North

MEMBERS PRESENT:

Peeyush Gupta, Kristina Romasco, Grettel Comas, Horacio Herrera,

CITY REPRESENTATIVE:

Daniel Francavilla, Roberta Canning

STAFF:

Suzy Godefroy, Teagan Pecoskie-Schweir, Andrea Magana

1. Events:

- Wish Upon a Tree
 - Created postcards for businesses promoting the downtown Brampton fundraiser
 - Businesses get to choose what charity all their proceeds from the fundraiser goes to
 - Each business participating in the fundraiser will get a box to collect all donations, ornaments for customers to purchase, stickers to write their festive wishes and place on the ornaments
 - Pushing out Wish Upon a Tree on social media to help promote the fundraiser, last day to sign up is Friday, December 7, 2018
- Sparkle Shop & Dine – Girls Night Out
 - Shopping event for a ladies night out
 - Looking to get 8-10 businesses on board, have reached out to a few businesses already, waiting to hear back
 - The ladies will get a passport the night of, with all the stores participating with their promotions
 - The event will take place on Wednesday, December 19, 2018 from 5-9pm
 - Selling tickets off Eventbrite for \$25.00 and the ladies will receive \$25.00 back in dollars they can spend at participating businesses
 - Trying to reach 50 ladies to participate in the Girls Night Out event
 - Each business is to offer swag for each lady who visits, and get a stamp/ sticker on their passport
 - At the end of the night the ladies who visit 7 locations will be entered into a draw to win \$300.00 in any downtown business of their choice.
 - Currently on board for businesses
 - Dolcezza Custom Cakes
 - Restyle Beauty Boutique
 - Astra Medispa
 - Stephan's Furs

- Sponsorship Review
 - Tree lighting
 - Received flags in Ken Whillans Square
 - Sparkle Shop & Dine a- frames
 - Logo recognition on buses
 - Digital ads
 - Mentions on social media
 - Still waiting to receive the New Years Eve proposal for sponsorship
 - Feedback on Tree lighting:
 - Lack of marketing
 - No hot chocolate stations for families as there were in the past
 - Signage on the ground for the holiday market, hard to see as it snowed
 - Santa lounge was not marketed well
 - Ideas for tree lighting in the future:
 - Shut down the streets and have music playing all over the downtown.
 - The City of Brampton has reached out to the BIA to send out food vendor applications for New Years Eve, the application has been forwarded to the businesses downtown Brampton. The City of Brampton is trying to get a bigger representation from the BIA members. A lot of businesses downtown are closed for New Years Eve night. The City has also reached out to restaurants with patios to see if they would extend them for New Years Eve night and they have declined.
 - Community Sponsorship
 - We will be posting a public service announcement soon informing organizations the BIA is accepting community sponsorship proposals, the deadline to apply will be January 31, 2019.
 - Budget for community sponsorship is \$15,000.00, budget was cut back to avoid raising the tax levy
 - Want to reach out to other areas of Brampton to sponsor to help market downtown Brampton.
 - Music in the City Grant 2019
 - Some businesses have inquired if they could do a Music in the City event in the New Year
 - Look at doing the grant again in 2019, try and find more values and incentives for businesses to apply and have more live music events downtown
 - Taste of Brampton – Winter 2019
 - Will take place from February 25-March 10, 2019.
 - Approaching participants to take part again
 - Residents of Brampton enjoyed outside options this past Taste of Brampton
 - Idea to change name from Taste of Brampton to something else for the future
 - Other
 - Scavenger Hunt went well -- found it was a long for the hours, and have changed the time to 2 hours now instead of 4. Making one list of all businesses for scavenger hunt instead of two
- 2. Marketing:**
- Digital Mainstreet update
 - Downtown Brampton BIA needs to apply with the City of Brampton to receive the grant, working with the City on applying for funding

- Have sent this grant out through the past few e-news for members to apply
- Businesses can apply to the grant until the funding has run out
- Businesses apply and have to do modules
- Discover Downtown Brampton – Winter 2019
 - Sending out in the e-news editorials and advertising opportunities for Discover Downtown Winter edition
 - There were questions on how businesses were chosen for content in the previous edition. It was explained as businesses have the opportunity to write business spotlights and editorials to submit into the magazine
 - Businesses have until January 7, 2019 to submit any advertisement or editorials
 - Magazine to be launched between late February to early March 2019
 - Winter/ Spring edition to focus on professional services downtown Brampton
 - Trying to incorporate all businesses in this edition for the magazine
 - Looking around for quotes for printing to have the best price to print magazine
- Postcard strategy for 2019
 - Waiting to finalize the postcard strategy in 2019
 - Look at doing either a monthly or bimonthly postcard drop
 - Focus on themes
 - Concepts
 - Events throughout the calendar year
 - Ex. February include Taste of Brampton advertising
 - Focus on delivering to houses in the downtown Brampton core, apartments, condos, etc.
 - Include co-operative advertisement
 - Parking
 - Events
 - Looking at what other downtowns have done for postcard drops
 - Ex. Huntsville did 10 things to do in downtown Huntsville
 - Recreate Huntsville concept incorporate “10 things to do in summer/ winter downtown Brampton
 - Skating downtown Brampton
 - Parking
 - Boundaries of downtown
 - Hidden gems in downtown Brampton
 - Look at the calendar to drop postcards
 - Target neighbourhoods
 - Create a proposal to bring back next meeting
- Social media
 - Summary in January reviewing the update on social media accounts over the past year
 - Engagement has been good over the year with a lot of attendance at events from online marketing
- Other
 - D. Francavilla from the City of Brampton informed members about the Entrepreneur Centre releasing a magazine Monday, December 3, 2018 about who Brampton is and where they tend to go in the future