

Wednesday, April 19, 2017
4:30 p.m. to 5:30 p.m.
76 Main Street North

MEMBERS:

Roberto Carreiro, Grettel Comas, Herman Custodio, David Eddy, Peeyush Gupta, Jason Palmer, Fernando Russo

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. 2017 Marketing Plan Update & Media Buys:**-Bus**

- \$80,000 is allocated for branding particularly.
- Events have a column because there are different budgets for each event.
- Currently have not booked anything for bus advertising because of the re-visioning for the current brand, and including Canada 150.
- Buys for Brampton Transit: old creative from previous graphic designer is available. Previously, a buy for 10 busses and are looking to do a buy for May, June and July.

-Radio

- Advertising with 680 news for May and will return back in the Fall for October-December.
- Z103.5 buy for the Taste to reach a younger audience.
- Another option to seek CFRB 1010.
- Since its April and not much advertising has been done, something should be done regarding shopping and dining and must be expedited fast for Mid May. Will look into 680 News and CFRB 1010, then 103.5 for events and their sister stations (Jewel FM).
- An idea on ethnic stations was discussed.

-Digital:

- The BIA is very pleased with Bramptonist and inBrampton. Buys in May, June and July are being sought as well as looking into Brampton Guardian.
- Not very positive feedback on print newspaper especially with the cost affiliated.
- Will invite everyone present to the Brampton Guardian digital ad meeting.

-Discover Downtown:

- Working with Razor Creative on design concepts.
- 7 businesses are interested in advertising.
- Print run will increase to 30,000 copies for the summer edition.
- Suggestion to take advertising out of the Summer edition, until proper advertising guidelines have been established. Will keep the committee updated on the design.
- Front cover image will include a photo op for Classic Cars Celebration on May 3 at 11:30 a.m., to be confirmed the Monday before.

- An invite will be sent to all councillors on the Board and other councillors too.

2. Summer Events Campaign — Summer in the City

- Various designs have been presented and the response is very positive. Discussion to continue with Razor Creative on the decision with the creative treatment.

3. City Partnerships

- To be discussed at May 2017 meeting.

4. Parking Awareness Campaign

- Item deferred – to be discussed at May 2017 meeting.

5. Canada 150 Celebrations

- Banner designs are to be decided today.
- Discussion arose on give the option for businesses to sponsor banners and then get to keep the banners once they're taken down.
- Banners need to be processed quickly to get displayed for June.
- Action point to request a quote from UPS to give equal opportunity to BIA members.
- Scavenger hunt: idea to incorporate this to Classic Cars Celebration due to scheduling and events already happening every weekend in June.

6. Member Communications

- Newsletter content to be finalized today.

Meeting adjourned at 6 pm