

Tuesday May 3, 2017
4:30 p.m. to 5:30 p.m.
76 Main Street North

MEMBERS:

Roberto Carreiro, Grettel Comas, David Eddy, Peeyush Gupta, Jason Palmer, Kristina Romasco

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. DBBIA Newsletter

- Printed and in progress of being mailed out.

2. Discover Downtown Newspaper

- 3rd edition of the marketing piece focussed on summer events, Live Art and Jazz.
- Razor Creative doing the creative now and would like input for the design.
 - Should be a custom piece that a person thinks is a solid read. Content: advertising needs to be determined.
 - Intro for the Discover. What's happening from a Play perspective, Rose Theatre, Beaux Arts and walking in Gage Park.
 - Thursday Night Concert Series, Latin and Jazz Festivals, Farmers' Market and Garden Square activities.
 - Welcoming new businesses.
 - Get quotes from booklet to newspaper.
 - Distribution from 10,000 to 30,000—still proceeding if the budget allots.
 - Leave to Roberto and Suzy to report back at the next meeting and see creatives by next week.
 - Once per year advertising policy based on availability.

MOTION

THAT the Marketing Committee approves the advertising guidelines and provides the payment up front to secure the space.

Moved by Peeyush Gupta

Seconded by Jason Palmer

All in favour.

CARRIED

3. May – August Media Buys

- In talks with radios and meetings with each station.
- Social media presence, The Bramptonist, inBrampton and Brampton Guardian (digital) for full year buys.
- Discussion arose on geo-targeting, geo-fencing, and dropping the pin.

- Bramptonist and inBrampton to cover editorial, ads, sponsored posts, videos, and newsletter.
- Jewel FM for Thursday Night Concert Series and Classic Cars Celebration, partner station of Z103.5 FM.

4. Upcoming Events that the BIA is involved with

- **Youth Week**
 - Currently happening. BIA is cross promoting on BIA website and social media.
- **Bike to Work Day**
 - Monday May 29, internal marketing opportunity to partner with the City of Brampton
 - BIA to involve with food vendors.
 - Brought to Food & Drink, as it is ideally to promote.
 - **Action point:** Send email to Food & Drink to request if they are interested.
- **CeleBrampton**
 - This year the City of Brampton has rejuvenated the event by adding a significant food aspect to it.
- **Other**
 - Sponsoring Lusofonia
 - Partner for Farmer's Market
 - Latin Fest
 - Canada Day at Chinguacousy Park, Farmers' market flash mob
 - Vibrant Brampton
 - Classic Cars
 - Peel music festival and yoga festival in August.

5. Retail Recruitment

- Discussed about at the Executive level.
- Win the space program but preliminary discussion.
 - To be presented to the executive level, then board and committee.
- Year long program for 2018 working with economic development while going through diversion of what will be coming in the next few years of streetscaping.
- Shopper loyalty app.
 - Similar to Bramalea City Centre where you can find where a store is and even parking.
 - Need to do background research on this.