



## Message from Peeyush Gupta, Chair, Downtown Brampton BIA

On behalf of the newly revived Downtown Brampton BIA, I am honoured to be elected as the Chair by my colleagues on the board of directors. At this time, I would like to formally announce your new board of directors:

Peeyush Gupta, The Wee Smoke Shop - Chair  
Kristina Romasco, Dolcezza Custom Cakes - Vice Chair & Chair of Food + Drink  
Rick Evans, CCV Insurance Financial Services Inc. - Secretary  
Grettel Comas, Baci Gifts & M. Michael's Photography Chair of Events & Promotions  
Herman Custodio, Custodio Studio Inc  
Jonathan Pereira, Sul Irmaos Smokehouse  
Fernando Russo, Rucareal Ltd - Chair of Marketing & Communications  
Harpreet Zingh, LABB  
Councillor Jeff Bowman  
Regional Councillor Grant Gibson  
Regional Councillor Martin Medeiros  
Regional Councillor Elaine Moore

We are all looking forward to building the business association to better represent you and your business needs. From marketing and events to membership engagement programs we are here to market the downtown core as a whole. Our board strategy will be to strengthen our partnerships with key stakeholders in the downtown Brampton community and are extremely pleased to see a number of new initiatives in the works so please stay tuned. Kindly contact any of our board directors, councillors, or BIA office for any concerns or ideas you have for our community.

Sincerely,  
Peeyush Gupta, Chair, Downtown Brampton BIA



## SAVE THE DATES!

### Business Mixer

Date: Tuesday May 17<sup>th</sup>, 2016  
Time: 5:00 - 8:00 pm  
Venue: West Tower City Hall - Conservatory

### Annual General Meeting

Date: Tuesday May 31<sup>st</sup>, 2016  
Time: 6:00 - 8:00 pm  
Venue: West Tower City Hall - Conservatory

## BIA Committee Meetings

### Board of Directors

May 10<sup>th</sup> 8:00 - 10:00 am  
Meet the second Tuesday of every month.

### Events & Promotions

May 3<sup>rd</sup> 8:30 - 9:30 am  
Meet the first Tuesday of every month.

### Food + Drink

May 9<sup>th</sup> 3:00 - 4:00 pm  
Meet the second Monday of every month.

### Marketing & Communications

May 4<sup>th</sup> 5:00 - 6:00 pm  
Meet the first Wednesday of every month.

*\*Meetings take place at the Downtown Brampton BIA office located at 76 Main Street North, Brampton, ON 905-874-3518.*





## Welcoming Suzy Godefroy, Executive Director

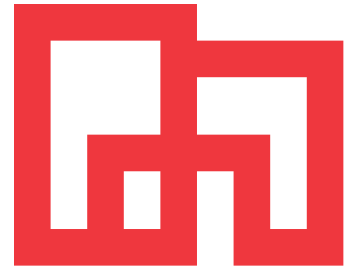
The Downtown Brampton BIA is pleased to announce the hiring of Suzy Godefroy as the new Executive Director for our organization. Godefroy is a seasoned marketing and event professional who brings over twenty-five years of combined retail and cultural marketing specific to downtown business improvement areas and heritage districts.

Her formal education includes a four year Bachelor of Commerce Honours degree with a specialization in Marketing and a one year post-graduate diploma in Sport and Event Marketing. Godefroy comes to Downtown Brampton with experience from both the Downtown Burlington Business Association and the Downtown

Oakville Business Improvement Area (BIA). Prior to joining our team, Godefroy was working on a number of programs for clients such as the Burlington Downtown Business Association, the Oakville Festivals of Film & Art and Oakville Magazine. She also worked for the Downtown Oakville BIA for seven years as the Executive Director and five years as their Marketing Manager (a total of twelve years) and oversaw the strategic direction and brand for Oakville's downtown core.

She has extensive knowledge in the administration and management of a business improvement area and will work to ensure that the membership is engaged and involved with the ongoing events and programs set out by the Board of Management of the BIA. She has, over the years, developed coordinated and executed events from large scale street festivals such as the Downtown Oakville Jazz Festival to small intimate exhibit and product launches.

With marketing as her specialty, she has been involved in a number of branding strategies and will apply this experience to build an integrated marketing program that specifically speaks to "place branding" for Brampton's downtown core. She is a results-driven marketing professional who brings knowledge of BIA operation and process to our organization.



## Downtown Brampton BIA Directory

We are currently updating and evolving our business directory. The BIA is making great strides in building it as a fulsome and customer friendly tool that will be helpful for everyone. To make sure that the BIA has your most current and updated business information please email Alyestla at [downtownbia@brampton.ca](mailto:downtownbia@brampton.ca)

## Downtown Brampton Planter Program

Spring is here and downtown Brampton has lined the streets with gorgeous flower planter boxes! In addition to this, the City of Brampton and the Downtown Brampton BIA have a special merchant flower Planter Program, whereby the City and the BIA will fund your business 50% of your floral/garden box supplies. Through this process, 50% of your total expenditure up to \$150.00 will be covered by the BIA, which is a maximum of a \$75.00 rebate to beautify your front entrance way. To take advantage of this program please call **905-874-2936** and/or email Alyestla Hamilton at [Alyestla.Hamilton@brampton.ca](mailto:Alyestla.Hamilton@brampton.ca)



## Display of Wares



We encourage retail businesses to capitalize on the City By-Law that allows retail businesses to display merchant summer decorations on the sidewalk in front of their stores. See below for all of the program guidelines, which was implemented by Brampton City Council on November 9, 2012 in order to:

- Improve the appearance and functionality of the downtown core by facilitating the installation of flower pots, planters, small patios where no alcohol is served, street furniture with tables and chairs, benches and other items
- To facilitate and allow display of private wares and services within the public right of way as part of the Downtown Revitalization and Beautification Program. Key issues to take in consideration when applying for the program:
  - The display has to be of good quality and improve the appearance and functionality of the downtown core
  - The wares and displays have to be temporary in nature (the approval is for Mar. 1 - Jan. 2), removable, non-intrusive, and not to impede the pedestrian circulation, snow removal and street cleaning
  - A minimum clearance of 1100mm (44") is required, which is conditional to an on-site evaluation to permit barrier free accessibility for people with disabilities

To take advantage of the Display of Wares program please arrange a pre-consultation before you apply by calling **Andy Huang** from the City of Brampton Urban Design Services at **905-874-5252x18331** or contact by email at [andy.huang@brampton.ca](mailto:andy.huang@brampton.ca)



# Downtown Brampton B.I.A. Committee Updates

## Events & Promotions Committee

**Grettel Comas**, *Chair of Events & Promotions Committee*

Hola-hola! Spring is here! I would like to thank our previous BIA administration for their valuable support and enthusiasm during our organizations transition and congratulate our present administration on carrying our BIA further. Also, special thanks to the members that are willing to come to early morning meetings and support our growth. With that, I am very pleased to announce the upcoming Spring-Summer 2016 events. Please see the event insert included in this newsletter and be sure to post this in your office to share with your staff. Are you interested in learning how your business can get involved in these events? Check the insert for more information. I encourage you to give the best you can, while we work together and fertilize our downtown roots and become stronger. Enjoy the season!



## Food+Drink Committee Spring Update

**Kristina Romasco**, *Chair of Food & Drink Committee*

The Food+Drink committee is planning for an exciting spring and summer season! The Taste of Downtown Brampton held in January was a great success. Through the promotion, we were able to put downtown Brampton in front of over a million viewers. Our participating members gave great feedback and we look forward to presenting a similar harvest/autumn promotion. Our social media video series is in production and will be ready soon to promote downtown Brampton as the place to “find your flavour”. Through our partnerships, Food+Drink business owners have been given many opportunities to connect with new customers, including Bike to Work Day, the FOLD, Classic Cars Celebration and many more. We are excited to promote the entertainment provided in each establishment in a weekly social blast. If you have live music or other entertainment, be sure to let us know by emailing [downtownbia@brampton.ca](mailto:downtownbia@brampton.ca). Be sure to share, share, share on your social media channels. The BIA will repost and tag your pictures. Not sure how? Attend or schedule a meeting and we are happy to help you set everything up! Food+Drink committee meetings are held the second Monday of every month at 3pm in the BIA office at 76 Main St. North. All are welcome to attend.

## Marketing & Communications Committee

**Fernando Russo**, *Chair of Marketing & Communications*

The Marketing & Communications Committee has been very busy with a number of exciting marketing programs for the Downtown Brampton BIA. For starters, we hope that you like this newsletter which will be a key form of internal communications.

In addition to this, we have been working on revamping the BIA website with our new brand and are building an integrated marketing strategy to keep Downtown Brampton front and center.

Be sure that the BIA has your business and contact information and try to drop by the office to see how together, we can help your business be part of marketing a dynamic and re-invigorated downtown core.

In closing, I hope to see you all at our upcoming Downtown Brampton Business Mixer on May 17<sup>th</sup> and the Annual General Meeting on May 31<sup>st</sup> from 6 – 8pm.



## Get Social with Us

Are you connected? To grow our online and social media presence in the local community the BIA is now on Facebook, Twitter, LinkedIn & Instagram. Want to be part of the community? Follow us and we will follow your businesses right back. Let's make social media **social** again.

 **Downtown Brampton**

 **@bramptondtbia**

 **@downtownbrampton**

# Downtown Brampton B.I.A. Business News

## Openings - Welcome to Downtown Brampton!



### Fruision

6 George Street  
(905) 497-5559  
www.fruision.ca



### GK Kitchenette

Harmsworth Lane  
22 Main Street South,  
(905) 497-Hi GK (4445)  
www.facebook.com/gkkitchenette



### Nova Grill & Bakery

131 Main Street North  
(905) 454-6682  
www.novabakery.ca



### Restyle Consignment

59 Main Street North  
(905) 451-8555  
www.restyle-consignment.com



### Romo Blanc

7 Queen Street West  
(905) 457-8803  
www.romoblanc.com



### Sodhi, Bassi, Singh Law Office

9 George Street North, Unit 102  
(905) 457-2546  
www.sbslawyers.ca

## Business Updates

### JN Asensio Realty Brokerage

Have temporarily located their business to 24 Queen Street East, Unit LL-01. They hope to be back in action mid May 2016.



### Sul Irmaos Smoke House – Grand Reopening

73 George Street South  
(905) 216-8939 | www.sulirmaos.com



### Stems Floral Studio

#### – Grand Reopening

25 Main St North, #B  
(905) 453-5000  
www.stemsfloralstudio.com

### Opening Soon!

### Nom Nom's Bar Café & Eatery

23 Queen Street East

### Carve Social House

15 Main Street North



## Spotlight on Business

### Lab B

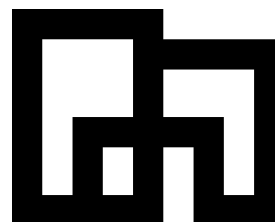
On April 11 Lab B announced that they were the recipients of a \$300,000 investment from Ontario Trillium Foundation's Youth Opportunities Fund. Lab B is a coworking space that aims to engage our community, build the cultural makeup of our downtown, and serve the young people of our city. This investment is into both our downtown and our cities young people. Congratulations Lab B!



Photo Credit: Custodio's Studio Inc.

### Perpetual Bazaar

With overwhelming support and donations from the community, coupled with a generous and an anonymous donation of \$35,000, Perpetual Bazaar will remain open! This volunteer based organization engages Brampton seniors, ensuring their place in our vibrant community. Thank you to all for supporting such a necessary and long standing business in our downtown core.



### Downtown Brampton BIA

76 Main Street North  
Brampton, ON L6V 1N7  
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downtownbia@brampton.ca  
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