

Tuesday, June 6, 2017
8:30 a.m. to 9:30 a.m.
76 Main Street North

MEMBERS:

Eddie Bachur, Grettel Comas, Peeyush Gupta, Kristina Romasco, Jo-Anne Watson

STAFF:

Suzy Godefroy, Bobby Karmakar, Alex Philip

Downtown Brampton BIA Event Updates:

1. TNCS & CCC Updates

- Opened last Thursday and will run until the end of August with the Canada 150 theme.
- A BIA table was present during the opening concert but won't be every week.
- Promotional booth opportunity still available.
- MC band members opened last week. If anyone in the BIA wants to open, it is open but will not be hiring like last year.
 - **Action point:** Add to the e-news to put the opportunity for promotional booth and/ or speaking introduction.
- CCC is in full swing. Headliners were announced at the AGM. Everything is on par.
- Ethnic media advertising is not finalized and will be discussed when A. Magana returns next week.
- Current advertising includes Old Autos, more digital with inBrampton, and Brampton Guardian online.
- The City of Brampton is a significant partner for providing \$30,000 of in-kind services, including the road closure.
 - **Action point:** Add to the e-news specific to participating in booths in front of stores. Times to be set up and staff for all members—**information needs to be notified ASAP.**

2. Meet the Beat – June 15, 2017

- Marketed as an internal event for business owners and operators.
- Garden Square is secured with the City of Brampton
- Currently working with security
- Event is from 11:30 a.m. – 2:30 p.m. with Jeff Chalmers to DJ.
- Investor's Group sponsoring for entertainment
- The Works and Little Shop will be providing food.
- Discussion arose on changing the event with different approaches.

- **Action point:** One officer should walk with a board member and introduce the Beat. Ask the police first what they can do to be more engaged with members.

3. Canada Day Celebrations & Flash Mob

- A. Magana and S. Godefroy have been talking with the City to prepare a flash mob and currently in process.
 - **Action point:** S. Godefroy to meet with G. Comas for more logistics.

4. Farmers' Market – June 17, 2017 – October 2017

- Kicks off next Saturday.
- BIA booth is present for BIA members along with cross promotions with each participant on BIA material.

5. Queen Street Merchant Activations

- Since Main Street has the Farmers' Market, a plan/ idea is in discussion on creating a pop-up sidewalk sale on Queen Street.
- Name for the activity needs to be determined.
- Goal is to have something on Queen.

6. Fall & Christmas Events

- Night in the Lane: discussion arose on moving from private property to City property to receive full support.
 - **Action point:** Call out to have an event in the fall to members similar to NITL. Whether it changes to a different location or remains in the same site.
- Trick or treating on October 28.
- Tree lighting ceremony—2nd weekend of November.
- Marketing partnership with the City of Brampton.
- Christmas: subcommittee with K. Romasco as lead for events and marketing plans.

7. DBBIA Sponsorship Review:

Approved/confirmed:

-FOLD	\$1000.00 – Approved
-Rose Theatre	\$5000.00 – Approved
-Lusofonia – June3, 2017	\$1000.00 – Approved
-Latin Festival	\$3000.00 – Approved
-Live Art Competition	\$3000.00 – Approved
-Jazz Festival	\$3000.00 – Approved

- Harvest on Main \$5000.00 – Approved
 - Its own line item as it is organized by businesses (Night in the Lane)
- Santa Claus Parade \$5000.00
 - Organized by the Brampton Board of Trade.

Proposed to the DBBIA:

All proposed sponsorship will be brought to Marketing committee.

- Vibrant Brampton \$1500-2500.00
- International Yoga Festival \$2000.00
 - **Action point:** Follow up.
- Arts Alive – Sharon Vandrish \$5000.00
 - Take back to committee.
- MEA 2017 – Municipal Engineering Association
 - Bringing to the Food and Drink committee.
- Indigenous Festival
 - Bringing to the Food and Drink committee.