

Tuesday, March 7, 2017
8:30 – 9:30 a.m.
76 Main Street North

MEMBERS:

Grettel Comas, John Cutruzzola, Rick Evans Peeyush Gupta, Kristina Romasco, Jo-Anne Watson, Harpreet Zingh

STAFF:

Suzy Godefory, Bobby Karmakar, Andrea Magana

1. Call to Order: The meeting was called to order at 8:45 a.m.

Additions to agenda: Flash Mob as 5th item and Motorcycle Mondays

2. 2016 Christmas Market:

- Update and Direction for 2017:
 - There has been preliminary discussion with the City of Brampton on what the BIA can do while the City can organize and facilitate the event. A summary with the City on partnership, along with Communications, as well as with the Santa Claus Parade on cross promoting the Tree Lighting Ceremony with the Brampton Board of Trade.
 - Approximately \$100,000 in budget with sponsorship, which included Christmas marketing and the Christmas Market. A need to have a document that can be used to endorse on how the BIA moves forward with the expectations of the BIA and what the City of Brampton.
 - If the City of Brampton takes over the Market, it already opens up the spaces to vendors outside Downtown. The challenge will be if the City organizes the Market, the downtown businesses need to bring that crowd in to other respective shops and restaurants.
 - Add to the next Board meeting agenda for Executive Director's report.

3. BIA Events Updates:

Easter Egg Hunt—Easter Weekend

- Downtown Brampton Easter Egg Hunt will be on April 15, 2017 from 11 am to 2 pm.
- Currently in the process of sending out information for business participation.
- Planning on Easter bag or basket decorating. Bag or basket and a map will be provided to kids and parents to go on an Easter Egg Hunt.
- Eggs will be distributed to each business owner to make it fun and safe for kids and businesses; a great local initiative to get involved and engaged.

Mother's Day Promo

- Instead of an event, create a promotion. An example includes "Spoil Mom" and a list can be created, to be promoted on social media, the website, and even distributed to businesses.
- Carriage rides on Mother's Day are still confirmed and need to be scheduled with the provider. To be followed up.

TNCS 2017

- Investor's Group is interested in sponsoring again.
- Naming of a series is to be recognized as well as a whole overview of marketing opportunities for this event.
- Booking different bands to attract various audiences (particularly younger crowds), especially in Vivian Lane, has been discussed.
- There is high interest from Lab-B since there are many bands that do not have spaces to perform, and this would be a great opportunity.

Father's Day Promo

- Very similar to Mother's Day and is to be taken back to Marketing.

Canada Day Pre-Party Celebrations – June 30, 2017

- The City of Brampton has approached the BIA with regarding to Canada 150 events.
- BIA staff considered a special Canada Day themed event, i.e. BBQ in Garden Square, the day before Canada Day (as everybody will be at Chinguacousy Park) arising into a discussion on whether having an event in downtown will affect the businesses, since the real event is at Chinguacousy Park.
- Discussion arose on a Flash Mob during Canada Day as an idea. If a flash mob does happen, J. Cutruzzola has offered to sponsor for t-shirts to be used for a Canada flag photo op.
 - Since there is no budget for the event Canada 150, the BIA needs to assess how the first flash mob will turn out, and then evaluate if it will be good to continue at other events.
- An idea to add a component to each event regarding Canada 150.
- Other ideas included the BIA sponsoring Canada 150 decorations or banners, and/or to have red and white lights on trees. Can also propose to the City that the BIA can do banners, and the City do lights.

Classic Cars Celebration

- The committee meeting is scheduled for next week.
- Party in the Lanes will continue and all four lanes will be activated. British will continue and Vivian Lane will also be activated.

- Liability needs to be discussed with each owner, since some have concerns with insurance due to the safety of their properties.
- Note for R. Evans to attend the meeting if he available.
- Note for the expectations and values to be outlined.
- More businesses involved for Party In The Lanes is an objective for this year. A sidewalk sale needs to also be discussed.
- R. Evans can discuss the objectives with the owner.

Harvest on Main

- The event is in process.
- K. Romasco, D. Kenny, and J. Watson will arrange a meeting to further discuss.
- Action: setup a meeting.

4. 2017 Events Sponsorship

LUSOFONIA Festival

- Councillor Medeiros wished to arrange a time with the event organizer.
- The event is being held at Brampton's Garden Square on June 3 and is seeking sponsorship.
- The event involves a marching band, arts and crafts, and is also looking to have a business fair.
- Recommendation: A sponsorship summary will be created before the Board meeting as Lusofonia may meet some of the BIA's objectives.
- Action to follow up.

Jazz Festival

- The BIA is very interested in supporting the Downtown Jazz Festival.

Motorcycle Mondays

- Participants are those that shop since they have disposable incomes.
- Action plan: S. Godefroy can reach out to the group and discuss if they can bring something to downtown.

5. Adjournment

The meeting was adjourned at 10:16 a.m.