

Tuesday, June 6, 2017
3:30 p.m. to 4:30 p.m.
76 Main Street North

MEMBERS:

Cindy Cabos, Hanh, Ngyuen, Kat Abella, Kristina Romasco, Scott Upshall

STAFF:

Suzy Godefroy, Bobby Karmakar, Alex Philip

1. Upcoming event opportunities for restaurants and food providers

- Lusofonia, single biggest day for members present.
 - Starbucks served over 600 people and grossed \$3000. The crowd began after noon.
 - Little Shop crowd began after 4 p.m. and sold mostly ice cream.
 - Though not a lot of marketing was seen, targeted marketing was evident.
- CeleBrampton this weekend, only free food is the cupcakes.
- Opportunities for live music.
 - Looking for smaller acts 6 weeks before the jazz festival leading up to the jazz festival.
- List of opportunities for food vendors should be sent out or posted on the BIA membership page website. Keep updating on the website.
- **June:** Indigneous, Farmers' Market, Latin Fest and Canada Day
- **July:** Classic Cars, Carabram, Vibrant Brampton brings in trucks and food vendors.
- Restaurants that want to sponsor a jazz band, \$250-\$500.
- No matter what event is going on, wrap around signs on lamp posts should always be posted, similar to CeleBrampton that is currently posted now for road closures.
 - Wayfinding signage should be updated

2. Rose Theatre Restaurant Promotion

- Elevators advertising.
 - 1 month \$921.48 plus HST
 - 3 months \$829.33 plus HST per month
 - 6 months \$783.25 plus HST per month
- Breakdown of restaurant by type.
 - Use directory by Interkom and A. Philip can filter into more fine categories.
 - Can take back to Marketing committee
- Ask restaurants what offer they can offer for 2017-2018 promotions.

3. Garden Square Screen Promotion

- Offering restaurant or business, special promotion for all businesses. 5 different features daily.
 - Should ask for certain number of minutes.

4. Fall Taste Event

- Winter 2017 was a bigger success than Fall 2016.
- Possible date: October for 2 weeks.
 - **Action point:** Event plan will be drafted by K. Romasco and can be distributed before the next meeting.

5. Other

- There are no other topics.