

Tuesday, July 11, 2017
3:00 p.m. to 4:00 p.m.
76 Main Street North

MEMBERS:

Thomas Low, Muhammad Ali Jumani, Kristina Romasco

STAFF:

Bobby Karmakar, Andrea Magana

GUESTS:

Scott Ching

1. Rose Theatre Restaurant Promotion

- The program was detailed and offering a promotion for downtown food businesses.

2. Garden Square Screen Promotion

- The BIA is working with the City to have 5 minutes every hour on the big screen.
- Currently the culinary videos that were made from last year are going to be aired.

3. BMT – Beer Garden

- The Brampton Music Theatre is interested in having a bigger kick off event, including food vendors and a beer garden.
- Interested food businesses will be charged \$100 per restaurant and be provided a 10 x 10 tent.
- The BIA has first right of refusal before offering other vendors in Brampton and the GTA.
- **Action point:** to be inserted into the next Member eNews for food vendors as an opportunity.

4. Carabram – Food Festival

- A food festival has been decided to be held on September 9.
- Participants will need to sell within a particular price range.
- The BIA will be given first priority before offering to Carabram pavilions, and then remaining spots will be open to other vendors.
 - A particular requirement is to have a representing culture and must be a taste of something from a different culture.
 - City approval is expected today.

5. Fall Taste Event –suggested date – October 11 – 30

- Similar to Carabram World of Food, a discussed marketing concept included Taste the World.
- Positive reception and feedback was received from the previous Winter Taste.

- Discussion on finding a need to discover why people go out and the need for a new crowd to capture a new audience while making the current audience even happier.
- The previous taste received the most amount of visitors, however the format could have been tightened.
- **Action point:** send a survey to food and drink members on what they would like to see and have their preference be known on what format they prefer.