

Monday, August 8, 2016
3:00 – 4:00 pm
76 Main Street North

Attendance

- Kristina Romasco
- Rhona Lindo
- Thomas Low
- Robert Mikael
- Scott Upshall

Staff

- Bob Darling
- Suzy Godefroy
- Alyestal Hamilton

Agenda

- Opportunities
 - o Live Art Competition: be a featured lunch spot on September 10
 - o Downtown Foodie Friday: be a featured restaurant for lunch
- A Taste of Downtown Brampton – Autumn Edition
- Food Trucks and Street Food vendors: by-law changes
- Upcoming downtown events

Live Art Competition

Kristina Romasco

- Suggestion of specific restaurants providing lunch for participants and judges with an “Artist Menu”
 - o Artist Menu would have \$5 offerings. Restaurants would be sponsors and be featured on the Competition website at the point of registration with a link back to their site
 - Potential 50 patrons (including judges)
 - o Vouchers to be redeemed at participating restaurants to be placed in participant welcome bag

Action Items	Person Responsible	Deadline
Call out for participating restaurants	BIA	August 19

Foodie Friday

Kristina Romasco

- Previously featured restaurant: GK Kitchenette
- How program works
 - o Call out to BIA membership made to order food from featured restaurant. Patrons call to order and choose one of three delivery windows with cash on delivery

Taste of Downtown Brampton

Kristina Romasco

- Suggestion to have another Taste event for autumn
- Improvements from last Taste
 - o Pricing and menu: have a clear vision of what restaurants need to provide
 - Two examples
 1. Prix fixe: set menu and set prices - \$10, 20, 30
 2. Different price points for lunch and dinner; restaurants can choose to participate in one or both
 - o \$5 – 10: snack
 - o \$10 – 20: lunch
 - o \$20 – 30: dinner
 - o Potential breakfast offer
- Potential event launch: sampler event
 - o Use a passport to sample different restaurants and provide a chance to win a gift certificate incentives for Taste
- Culture Days: have a contest for chance to win a \$30 free Taste voucher

Food Truck By-laws
Kristina Romasco

- BIA can rewrite by-law to reflect desire to know what street vendors are coming into the downtown, specifically Garden Square. This would happen through adequate notification and communication between City staff and BIA
- Suggestion: food vendors should come in primarily after lunch hours
- Aim of rewriting: make the by-law more accessible to food truck owners within our membership

Action Items	Person Responsible	Deadline
Food Truck by-laws survey to be sent out	BIA/ Kristina Romasco	September 30
Food Truck by-law to be sent to committee	Kristina Romasco	September 12

Upcoming Events
Kristina Romasco

- Live art competition: artist menu
- A Night in the Lane: will consist of food vendors primarily. Communication for participation will be made
- Dining guide: being created to be distributed at the 55+ Games
 - o Activities happening downtown: August 17 – 19
- Tragically Hip Concert screening in Garden Square Saturday, August 20
- Christmas Market: Food Valley participants
 - o Food vendor call will be made

Other business

- Nine maps stationed throughout downtown
 - o Aim: have food directory listed on other side of map

Action Items	Person Responsible	Deadline
Have food directory printed on other side of downtown maps; initial step – determine printing process via Bob Darling	Suzy Godefroy	September 12