

Wednesday, July 5, 2017  
4:30 p.m. to 5:30 p.m.  
76 Main Street North

**MEMBERS:**

Herman Custodio, Peeyush Gupta, Jason Palmer, Kristina Romasco, Fernando Russo

**STAFF:**

Suzy Godefroy, Bobby Karmakar, Andrea Magana

**1. Summer Campaign****a. Radio Update – Road Today/ CHIN Radio**

- Working with more local and diverse communications.
- CHIN radio is in progress,

**b. Social Media – TNCS/ CCC/ Summer Events**

- inBrampton, Bramptonist, and buy with Toronto Star digital.

**c. Consumer E-news – In progress for this week**

- Consumer eNews just began.
- Subscription list is close to 1,000 emails gathered from the year and 750 have been sent out.
- Good click rate on those opening.

**d. Discover Downtown – Delivery recap for July & August**

- 14 boxes leftover.
- Planning meeting for fall edition needs to be set.
  - **Action point:** find a measure of success for the next issue during the planning session.
- Emailing BIA membership to survey on the events on how effectively communicated this is or random survey via phone.
- Advertising and rate card for the next edition, including approaching partners for next issue to BIA members.

**2. Garden Square Screen & DBBIA Promotional/ Outreach Opportunities**

- Bob Darling has offered some time on the Garden Square screen and needs the details of what the BIA can put.
  - Need to communicate with Bob Darling what we will do as a pilot project.
- Suzy will write a letter to build plan for the offer in downtown on digital content generation.
  - Requirements need to be very detailed, particularly the length and block of time that is being offered.

**3. Outreach Opportunities**

- a. Farmers' Market – June 17 – October 2017
  - Rotational booth is almost booked throughout the season.
  - Still remaining include a weekend in August and most of Fall.
- b. Vibrant Brampton
- c. Arts Alive – Sharon Vandrish
- d. MEA 2017 – Municipal Engineering Association
  - All other opportunities are in progress.

**4. Queen Street Merchant Activations**

- Meeting this morning with Events committee, distributing the Display of Wares activation.
- Grettel very passionate to have this on Queen.
- **Resolution:** Need critical mass for appropriate marketing.

**5. Fall & Christmas Marketing**

- This item was deferred due to not having proper plan or presentation.