

Wednesday, September 7, 2016

5:00 – 6:00 pm

76 Main Street North

Attendance

- Fernando Russo
- Peeyush Gupta
- Herman Custodio
- Carrie Percival
- Debbi Visser

Staff

- Suzy Godefroy
- Alyestal Hamilton
- Andrea Magana

City Liaison

- Bob Darling

Agenda

1. Downtown Brampton Banner Photo Op & Communications
2. Downtown Brampton Holiday Décor Update
3. Downtown Creative for Fall & Holiday Campaigns 2016
 - Creative
 - Holiday
4. Fall & Holiday Media Buy Review
5. Digital Marketing Update
6. Proposals
7. Meeting date – week of September 14th
8. Member Communications
9. New Banners, Brampton Transit & Go Stations
10. Internships & College Partnerships
11. Downtown Capital Project
12. Other

Meeting called to order **time 5:03 pm**

**Downtown Brampton Banner Photo
Op & Communications**

Suzy Godefroy

- Photo – op and press release for installation of new downtown banners

Action Item	Person responsible	Deadline
Send a meeting invite to marketing committee to be included in banner photo – op. Meeting details: September 14, 4:45 pm	Alyestal Hamilton	September 9
Scout location & organize photographer: ideal location – bridge banner in background with banner as prop	BIA	September 13

**Downtown Brampton Holiday Décor
Update**

Suzy Godefroy

- Suzy has drafted RFQ for holiday lights and décor; prices ranging from \$30 – 60,000 options; RFQ to be sent
- Idea: consider including laneways in décor plan ex. banner on already installed banner arms in laneways
- Possible short term plan (due to time constraints): Christmas hanging baskets
 - o Display of wares program during winter season
 - o String lights

Action Item	Person Responsible	Deadline
Determine COB holiday streetscape plan to organize continuity throughout downtown: speak to Kelly Stahl and Rob Gasper	Suzy Godefroy	September 7
Invite COB staff to next meeting on décor	BIA	September 30

Downtown Creative for Fall & Holiday Campaigns 2016
Suzy Godefroy

- Key message for holiday season needs to be created ex. make your merry Downtown Brampton

Digital Marketing Update
Suzy Godefroy

- Proposal presentations: Wednesday, September 14, 3:00 – 4:30 pm
 - o Businesses presenting
 - Interkom
 - Razor Creative
 - Marsketing
 - o Businesses to present a digital marketing plan for October – December 2016
- Large printed directory: holders stationed throughout downtown
- Idea for 2017: build a downtown app

Action Item	Person Responsible	Deadline
Organize development and printing of directory with Bob Darling	Suzy Godefroy	September 30

Member Communications
Suzy Godefroy

- Member e-news to be sent September 9, other September dates pending: will be based on September events
- Resident communication
 - o e-news: to go out first week of October
 - o Idea: send direct mail to local residents throughout the downtown core and encourage them to join our e-news

Action Item	Person Responsible	Deadline
Design a mailer to go out first week of October inviting residents to fall events: include culinary brochure as part of Taste of Downtown	BIA	September 30

New Banners, Brampton Transit & GO Stations
Suzy Godefroy

- GO Station 4' x 6' backlight ad locations purchased. Locations are:
 - o Georgetown
 - o Downtown Brampton
 - o Bramalea

Internships & College Partnerships
Suzy Godefroy

- Suzy reaching out to universities and colleges to find students to build content and media library
 - o Reaching out to Cardinal Leger to find students to assist with building media content

Downtown Capital Project
Suzy Godefroy

Action Item	Person Responsible	Deadline
Create a task force whose goal is to determine BIA vision for project	Marketing committee, Board of Directors	September 30
Request to be sent to Bob Darling, and team, to have BIA task force sit in at COB meetings	Board of Directors	Pending on taskforce

Other

Action Item	Person Responsible	Deadline
Contact Heather Frost for generic posters to install in garage posters	BIA	ASAP