

Wednesday, August 8, 2018  
9:00 a.m. to 10:00 a.m.  
76 Main Street North

**MEMBERS PRESENT:**

Grettel Comas, Irene Ongaro

**STAFF:**

Suzy Godefroy, Andrea Magana, Teagan Pecoskie-Schweir

**1. 2019 Budget**

- Discussion arose for the events & promotions 2019 budget – the following recommendations were made:
  - Increase the Easter Egg Hunt budget to \$2000.00, to be able to get extra Candy for businesses as it had a huge turn out of kids and parents.
    - Also looking at getting more decal, signs, and balloons for outside Businesses.
    - More bags for Easter Egg Hunt.
    - Change the hours from 11:00 am- 1:00pm.
    - Looking at having two lanes Vivian Lane & Daily Times Square.
  - Carriage Ride Budget - \$20,000 no change, and to include the following occasions:
    - Valentine's Day
    - Mother's Day
    - Christmas/Holiday Celebrations
  - Trick or Treating budget and Pumpkin decorating current budget is \$2000.00.
    - Looking at separating Trick or Treating and Pumpkin decorating and budget at \$500.00.
    - Need more money, allocating budget separate for Pumpkin decorating and Trick or treating.
      - Look at having businesses put pumpkins out front of their stores.
      - Get more stickers, and tablecloths for pumpkin decorating.
      - Pumpkin decorating on Saturday October 6<sup>th</sup>, 2018.
  - Sponsorship budget \$28,000 for community events.
    - Send out a press release inviting community organizations to submit sponsorship proposals by January 31<sup>st</sup>, 2019.
    - Past partnership/sponsorship included:
      - Spelling Bee
      - FOLD
      - Rib N Roll
      - Thursday Night Concert Series
      - Beaux Arts
      - Vibrant Brampton
      - Flower City Bhangra

- World of Jazz Festival
- Live Art Competition
- Canadian Ultimate Frisbee Championship
- Music in the City Program
- BBOT Santa Clause Parade, City of Brampton Tree Lighting and New Year's Celebration

## **2. Party in the Lanes – August 17, 2018**

- Party in the Lanes budget for the 3 events was \$30,000.00. The BIA received \$6000.00 in for sponsorship.
- Rebranding of Party in the Lanes is a good change, brings more people together.
- BIA is waiting to hear more details on Downtown Reimagined and construction staging for the downtown.
- Last event happening on Friday August 17<sup>th</sup>
  - George Street.
    - Same Bands
    - There is only one stage on George Street now instead of two.
    - George running from 7:00- 11:00p.m.
    - Patios not being extended out
  - Daily Times Square Vendors:
    - PAMA
    - Beaux Arts Craft Activation
    - Polaris Dental
    - CCV insurance
    - Face painter
    - Caricature artist
    - Photobooth
    - Dolcezza Custom Cakes
  - McArter Lane
    - James Anthony Band & Stacy Rennee Band to play.
    - Around 6 merchants to be in McArter Lane.
    - Restyle Consignment and Dress people to put on Fashion shows again, during band breaks.

## **3. Christmas Programming**

- Planning meeting – Friday September 7, 2018.

## **4. Trick or Treating**

- Event taking place on Saturday October 27<sup>th</sup>, 2018.
- Looking at getting more candy for the store owners.
- Get more sponsors for candy, and bags.
- Using marketing and promotions through Facebook.

**5. Music in the City Program**

- Reaching out to other stores to take place in the program.

**6. Other**

- City of Brampton & BIA promote Downtown during construction.
  - Ideas of having pop up markets In Garden Square, around 10-12 booths.
  - Look into doing these pop up markets during spring, summer, fall, and Christmas.