

Wednesday, August 8, 2018

4:30 p.m. to 5:30 p.m.

76 Main Street North

**MEMBERS PRESENT:**

Fernando Russo

**STAFF:**

Suzy Godefroy, Teagan Pecoskie-Schweir, Andrea Magana

**1. Discover Downtown Magazine**

- Looking into doing a combined Holiday/ Winter 2018/2019 Edition.
- Starting to think of editorial ideas for the Holiday edition.
- Cover of the magazine thinking of doing sparkle campaign again.
- Have an event spotlight page including:
  - Breakfast with Santa
  - Special Instore events
- Features in Holiday Magazine edition:
  - Things To- Do in Downtown Brampton
  - Restaurant & Food listings
  - Highlight on Professional Services
  - Hair & Beauty
  - Holiday Gift Guide
  - Rose Theatre
  - Welcome new Businesses
  - Holiday Carriage Rides
- Discussion arose about doing a spring issue of the magazine instead of February/Winter edition.
- Distribution of the Holiday Edition - after Remembrance Day, or release the magazine before and include Diwali.
- Marketing Team to talk to Food & Drink Team regarding doing the Taste of Brampton in spring, or doing a passport walking tour building off the Taste.

**2. BIA Banners**

- Staff reported on the potential marketing partnership with the Rose Theatre. Whereby the BIA and Rose will be identifying each parties marketing assets and see how both can be utilized and leveraged i.e. BIA Street Banners, in exchange for an Elevator Wrap in the Rose Theatre.
  - More exposure with the Garden Square screen.
  - The DBBIA is currently doing a cross promotion with Friday Night Live with Party in the Lanes.
- Need to do a count on how many posts have banner arms.

- Potentially coordinate BIA, Downtown businesses, and Rose Theatre banners.
- Looking at creating a branding template to incorporate businesses on banners.
- Brampton Beast wants to work with the BIA for sponsorship, having banners in the downtown, signage, for exchange of tickets, and marketing.
- **Action Point:**
  - Staff proposed banner program with guidelines for BIA, Rose Theatre, and Businesses.
  - Get numbers for designs, installations, then come back at the end of the month with a summary.

### **3. Summer Outreach**

- All the events sponsored have had, and will have a previous co-op student come out, and talk about the Downtown Brampton BIA.
- Events that the BIA has sponsored, and doing outreach for the summer include:
  - Vibrant Brampton
  - Flower City Bhangra
  - Ultimate Canadian Frisbee competition
  - Live Art Competition
  - World of Jazz Festival
- Sponsored events have a BIA booth with promotional material being handed out.
- Looking at finding more volunteers for future events, and pairing them up with a previous co-op student.

### **4. DBBIA Budget Workshop – August 15<sup>th</sup>**

- Meeting set for 9:00- 10:30 a.m.

### **5. Downtown Reimagined Marketing**

- No updates currently.

### **6. Follow up with Gift card program for the DBBIA**

- Looking at doing more research with Anycard, and having a phone call conference with Anycard.
- Anycard has a one-time installation fee of \$1500.00 paid by the Downtown Brampton BIA.
- Talk to businesses on pushing out a gift card program.
- Anycard is a digital e-gift card programme.
- It will be strictly for Downtown Brampton BIA businesses.
- Previous BIA's that have used Anycard include:
  - Uptown Yonge
  - Guelph
  - Eglinton Way
- Check with competitors, and other prices.
- Look at getting a presentation by Anycard regarding their program.
- Also talked about creating a potential passport program, where you will be able to have deals, or coupons to rip out.

- Could have the Passport come out multiple times of the year, for promotion of the businesses downtown.