

Wednesday, June 6, 2018
4:30 p.m. to 5:30 p.m.
76 Main Street North

MEMBERS PRESENT:

Joe Asensio, Grettel Comas, Fernando Russo, Herman Custodio

STAFF:

Suzy Godefroy, Teagan Pecoskie-Schweir

1. Discover Downtown

- Magazine is in the design phase, still 2 pages left to fill
- Ideas of filling those 2 pages include a highlight on old and new businesses in the Downtown, a tribute to Charles Bennett
- The magazine will highlight summer events and things to do in Brampton, Famers' Market, shopping, beauty and downtown outdoor patios
- Magazine should be done and out in next 2 weeks

2. Downtown Reimagined Marketing

- Parking
 - Parking incentives going to Council June 27
 - Potentially during construction free parking for 2 hours, changing hours free parking after 4pm
 - Coupon incentive program with the downtown businesses for their customers
 - Long term vs. short term parking. I.e Long term parking could be in one lot, and couple hours of parking in another lot
 - Look into what the businesses want to see. BIA to host a town-hall reach out, and/or parking survey
 - Give people the opportunity to speak out, but provide suggestions as well
 - Change hours of businesses operation to stay open longer during construction
- Downtown Brampton BIA Resource Guide
 - Marketing tools for business during construction
 - FAQ's
 - Will review more and discuss at a separate meeting

3. Gift Card for the DBBIA

- New gift cards for downtown core by “Any Card.”
- A one time fee of \$1500.00
- E-Gift Card program for the business community
- Want to get another BIA referral that is using this program
- Businesses will need to sign-up with the Gift Card program with the BIA
- Action: Hold off at this time

4. Other

- Breakfast Workshop set for June 21, 2018, staff are recommending six (6) of these workshops a year
- Downtown Reimagined ○ Committee discussed being more involved in the marketing with the City of Brampton
- Downtown Capital Projects ○ Accessibility during construction
 - Parking ○
 - Laneways ○
 - Delivery strategy
- The BIA has put together the following revitalization project ideas for the Downtown Brampton BIA and City of Brampton to consider with regards to the Mainstreet Revitalization Funding
Revitalization Projects:
 1. Crosswalk Art Work
 2. Mega Flower Pots – i.e. see Young Street BIA
 3. Cluster Development – STEM
 4. Gateway Signage
 5. Murals in the Downtown core
 6. Creative Walkways and Pathways in the Downtown
 7. Live Art in the Laneways
 8. Signage – see old files from DBDC days/vertical signage
 9. Downtown Brampton Marketing Strategy
 10. Business Attraction Plan (Retail Recruitment)
 11. Litter Free Laneways
 12. Garbage Bins to be
- Loyalty Discount Program ○ Potential idea of doing a loyalty program during construction to keep business in the downtown core. Buy something from one store and use that receipt at another business Downtown Brampton and get 10% discount.