

Tuesday, September 11, 2018
3:00p.m. to 4:00 p.m.
76 Main Street North

MEMBERS PRESENT:

Kristina Romasco, Marcia Mayorga-Herrera,

STAFF:

Suzy Godefroy, Teagan Pecoskie-Schweir, Andrea Magana

1. The Taste of Brampton

a. Marketing

- Marketing the Taste of Brampton with:
 - The Bramptonist (banner ads, sponsored posts, videos)
 - Mobile signs (7) in high traffic areas
 - Printed material being delivered to Rec centres, libraries, and stores.
 - Postcards
 - Radio is an option, currently being looked into at this time
- Look into getting tent cards for restaurants to display the Taste of Brampton, look at pricing for the Taste of Brampton branded take out bags, and promotional Stickers of the Taste of Brampton.
- Check with restaurants participating to see what promotional material they would like to see.
- Potentially look at doing a black and white ad in the Brampton guardian, advertising in ethnic media to help expand the reach of the Taste of Brampton.
- Look into bloggers outside the Brampton area ex. Caledon, Halton, Orangeville to help expand the reach of the Taste of Brampton.
- There was an idea of having an Instagram takeover with a blogger (ex. All Things Mom to help make it family oriented.)
- Post ads in Facebook groups and pay to have them pinned to the top of the group, to reach consumers in Brampton.

b. Contests

- Instead of doing ballots at restaurants in the past to win prizes, moving towards social media contesting.
 - Take a picture of yourself at one of the Taste restaurants, and follow the restaurant and BIA on social media, and tag the Taste

of Brampton in the picture to be entered into a draw to win a prize a day.

- No limit of entries
- The main winner at the end of the Taste of Brampton wins \$500.00 in gift cards in Downtown Brampton.

c. General updates

- BIA businesses participating in the Taste of Brampton around 14 now, and 5 businesses outside Downtown Brampton participating in the Taste of Brampton.