

Thursday, September 13, 2018

9:00 a.m. to 11:00 a.m.

76 Main Street North

MEMBERS PRESENT:

Peeyush Gupta, Kristina Romasco, Regan Hayward, Abigail Feige, Irene Ongaro

CITY REPRESENTATIVE:

Laura Lukasik

STAFF:

Suzy Godefroy, Teagan Pecoskie-Schweir, Andrea Magana

1. Events:

- Trick or Treating:
 - Currently at the moment have 25 businesses participating in the downtown trick or treating event. Trick or treating goes from 11:00a.m.-1:00 p.m. and ending off the event with a dog parade with Crumbs Naturals handing out treats for the dogs.
 - Businesses have until the 2nd week of October to be involved in Trick or Treating.
 - Idea's of doing a double sided postcard to hand out at Trick or Treating, having all the details for the day of the event, and on the back having upcoming events.
 - Trick or Treating will have 2 stations: Vivian Lane & Daily Times Square
 - Vivian Lane – collect maps, and decorate bags
 - Daily Times Square- Kids Zone! (photo booth, Polaris Dental, fire fighters, and mascots)
 - Ideas for the map this year were to have a thicker paper, and make it 5'x7'
 - Budget allocated currently to \$2000.00 for combination of pumpkin decorating, and Trick or Treating event. Having \$500.00 allocated to pumpkin decorating, and \$1500.00 to Trick or Treating. Looking at trying to find more sponsors for Trick or Treating.
 - For 2019 budget want to separate the two events and increase the budgets to \$2000.00 for Trick or Treating and keeping \$500.00 to pumpkin decorating.
 - Talk to parking regarding number of kids for Trick or Treating with regarding to having crossing guards for the day of the event.

- Christmas:
 - Idea of decorating the downtown with Christmas trees in lane ways, where individuals can decorate an ornament with a festive wish, and place it on a tree in a lane way. Have a corporate partner sponsoring ornaments that can be purchased through the businesses downtown. Need to get approvals through the City to place the trees in laneways. All proceeds from ornaments to be donated.
 - Idea of having the trees for the night of the Christmas tree lighting, to help create awareness and beautify the laneways.
 - L. Lukasik talked about having the store fronts windows decorated with the lights, potentially by Sheridan students to help with the tree lighting theme of lights this year. Help increase presence downtown Brampton during construction.
 - BIA has allocated \$6,000.00 for sponsorship of the Tree Lighting Ceremony and New Years Eve.
- L.Lukasik explained the Holiday Market weekend.
 - Friday – Tree Lighting in Ken Whillans Square
 - Looking into getting projection mapping on City hall from Friday to Sunday, City of Cambridge has done this in the past.
 - Saturday – City co-presenting the Santa Clause Parade
 - Sunday – Photos with Santa and potentially a breakfast from 11:00am-3:00pm.
 - Holiday market vendors will be inside City Hall
- Carriage rides begin the first Sunday after the Santa Clause parade. Perhaps looking at putting one of the Christmas Sheds there as an information station. BIA and COB will need to address who is managing this throughout the season.
- Wagon rides every Sunday, in past have had princesses, and Santa ride with passengers.
- Looking into carollers strolling around the downtown.
- A. Feige & R.Hayward informed the members of their Art Beat Brampton event happening on October 19th from 6:00-10:00pm.
 - The event will have about 6-12 artists located at certain venues in downtown Brampton, individuals will be able to walk to different stores or restaurants downtown and enjoy the works of art created by the artists.
 - Do guided tours, with sample appetizers at the venues.
 - Have asked for sponsorship support from the BIA.
- Music in the City program
 - Promoting this program to the businesses to bring in live music to Downtown Brampton.
 - Trying to get all the dates of Music in the City events happening soon from all the businesses, that way they can be put in the holiday edition of Discover Downtown Brampton.

2. Marketing:

- Discover Downtown Brampton Magazine
 - Discover Downtown Brampton magazine will be coming out soon for the holiday edition with a retail oriented editorials. Focus on the holiday's events, and shopping in downtown.
 - Send to print near the end of October, to have it go out mid November.
 - Accepting holiday theme businesses editorials, by October 5th, 2018.
 - Looking at having a rip out calendar in the middle of events happening during November – end of Christmas. Could have ads on the back of the calendar to help promote.
 - Discover Downtown winter edition focus more on Health, and professional services. As summer edition is normally dominated by events.
 - Discover Downtown has around 3 editions that are released throughout the year (holiday, winter, summer)
 - A rate card will be coming out soon for the whole year, to purchase ad room in the magazine for businesses.
 - Looking at potentially increasing how many editions going out a year and moving from three to four editions.
 - Holiday edition looking at the idea of instead having great finds on one page, having them spread out on each page that way individuals are finding hidden gems throughout the magazine.
- Brochures
 - Just had the latest dining guide come out for the Jazz Festival.
 - Talked about the idea of having a professional services brochure, or health and wellness be released, as well helping Promote the “thrive- work- shop” of the downtown.
- Gift card:
 - The gift card program is no longer happening at this time, as the company does not have the resources, and the BIA will seek other options at this time.

3. Food & Drink:

- Did not discuss