

Tuesday, January 15, 2019
9:00 a.m. to 11:00 a.m.
76 Main Street North

MEMBERS PRESENT:

Grettel Comas, Herman Custodio, Peeyush Gupta, Horacio Herrera, Irene Ongaro

CITY REPRESENTATIVE:

Regional Councillor Vicente, Paul Aldunate, Roberta Canning, Daniel Francavilla, Ryan Lynn

STAFF:

Suzy Godefroy, Teagan Pecoskie-Schweir, Andrea Magana

1. Christmas Overview:

- Wish Upon a Tree
 - 3 businesses participated in the holiday fundraiser campaign. The original idea of the fundraiser was to have Christmas Trees in the laneways for individuals to decorate and brighten up the downtown. Tried to partner with Canadian Tire to sponsor the fundraiser and have them donate the trees, and they needed to have all 4 owners of the Brampton Canadian Tires to agree, and was not able to get a full agreement from the owners. However, have expressed interest in 2019 again.
 - Will work on building this fundraiser for 2019, focus on one charity instead of letting businesses choose their own.
 - Segovia Coffee Co supported World Vision
 - Stephan's Furs supported Canadian Cancer Society
 - Dolcezza Custom Cakes supported Regeneration Community Outreach
 - Get sponsorship from other local businesses in Brampton, get a corporate business to help support i.e. Metro, Shopper's Drug Mart.
 - Look at supporting youth programs, recreation is a big interest for many
 - Action item: create a meeting with City of Brampton staff, bring back to team with regards to supporting youth recreation in Brampton.
- Sparkle Shop & Dine –Tree Lighting Shopping Event
 - Restaurants were packed during the whole night of Tree Lighting, however, it was very quiet for other retail businesses in the downtown. BIA to look at doing a shopping night on a different evening, as people come down specifically to enjoy the festivities and music at Tree Lighting.
 - Continue to have businesses keep lights up during the night, families come downtown to enjoy all the lights in the downtown. Many people left when Tree Lighting was done. Another idea to have Sparkle Shop & Dine start

- earlier before Tree Lighting, that way people get the message to check out stores, and go shopping before 7pm.
- Without the Christmas market in Garden Square during Tree Lighting there was a disconnect to the downtown retailers and restaurants, which turned Garden Square into a dead zone. It would be a benefit to the BIA to have the Christmas Market back in Garden Square for future years.
 - Not a lot of people knew about the Christmas Market in City Hall, retailers who were participants also expressed that sales and foot traffic was lower, compared to other years.
 - There was a “Mistletoe” sign in Daily Times Square that was good to help draw people into City Hall, but by the next day (Saturday) these signs were gone. Besides the sign on Friday night, there was a lack of décor and directional signage for the Winterlights Weekend.
 - Look at doing a full marketing campaign between the BIA, the City, and Santa Claus Parade as in the past.
 - Action item: Set-up Christmas Market and Marketing meeting to plan for 2019.
- Scavenger Hunt
 - First time doing a Christmas scavenger hunt downtown. BIA hosted two hunts on December 1&15, 2018.
 - Found that the first hunt that ran from 12-4pm was too long, and changed it to two hours on the second hunt, found the two hours were better for businesses and the families.
 - There were two maps for the first hunt as there were 18 businesses that participated. For the next hunt the BIA condensed it to one map with all 18 businesses on it, families had to visit 12 businesses in order to be entered into winning a Christmas gift basket.
 - Ken Whillans is a huge selling point with the holiday lights, look at doing scavenger hunt there. BIA would need two staff members 1 in the office and 1 in Ken Whillans Square.
 - Not a lot of sales during the scavenger hunt, but great exposure for businesses.
 - Had carollers walk around the streets and go into the businesses participating through out the scavenger hunts, was a big hit with the families and businesses.
 - Girls Night Out
 - Had a target to sell 50 tickets, and had 40 women attend. Had a lot of positive feedback from the women who attended the event. Many learned about new businesses in the downtown and enjoyed themselves
 - Tickets were \$25.00 and ticket holders received their money back in downtown dollars, whereby they could use/spend that evening at any participating business.
 - Look at changing the time from 5-9pm to 6-9pm.

- Action item: Create a planning meeting for future GNO events.
- Idea to bring more traffic downtown by having local politicians, bloggers, famous Bramptonians attend the event and help build it for the next GNO.
- Carriage & Wagon Rides in Downtown
 - Program runs from mid November to December 30th.
 - Action: Modify the 2019 schedule to have Carriage Rides to run throughout the month of December.
 - Wagon rides only on Sundays in December (no carriages). Hot chocolate stand was very popular during the two weekends of the free wagon rides, need a system to track the number of people attending the Horse & Carriage rides as well as manages the crowds.
 - Have promotions & giveaways for the riders who attend.
 - Look at getting a busker to entertain the riders in line as they wait to ride or for when the characters need to go for a break, ex. Magician, Santa, Carollers
 - Businesses are not always open on Sunday's downtown, look at moving the free wagon rides to Saturday's.

2. Events:

- The Taste of Brampton
 - Applications went out Wednesday, January 9, 2019 and are due back on Friday, January 18, 2019.
 - It is opened to all restaurants in Brampton, The Taste of Brampton goes from February 25- March 10, 2019.
 - There will be a separate meeting for The Taste of Brampton to go over details scheduled in the next few weeks.
- Valentine's Day
 - There will be horse & carriage rides happening from 6-10 pm.
 - Look at doing a contest for Valentine's Day.
 - See what shows are happening at the Rose and work with them to promote their shows and horse & carriage rides.
- Flag Day in Downtown Brampton
 - Councillor Vicente brought up the idea of having some activities happening during National Flag Day – February 15, 2019 throughout the weekend
 - Brampton has a long and strong Canadian history.
 - National Flag of Canada Day takes place on February 15, this day commemorates the day the Canadian flag was inaugurated back in 1965 and raised in Ottawa.
 - Want to start building this to become more popular in downtown Brampton, looking at ideas to grow this day. Have a local band play, storefront windows decorated, Canadian flag banners hanging on the streets, local market in Garden Square, food ex. Chili cook off.
 - The government of Canada partners with the schools to provide promotional material to hand out to students, try and have the BIA talk to government

and get promotional material to hand out to businesses and individuals who come downtown.

- Lorne Scots regiment is a proud institution downtown they would be able to help provide context & history with regards to Flag Day.
- Bring the politicians downtown as they have a big following and will help bring a crowd to celebrate this event.
- Have a flag raising ceremony on the Friday or Saturday afternoon to kick off Flag Day activities.
- The Taste of Brampton follows it will be a great way to help promote the event.
- Look at trying to get some funding to get new banners that can be re-used each year for flag day and Canada day
- Get retailers to participate by decorating their windows, host a window decorating contest
- Look at partnering with the City of Brampton and the BIA to create a great event, better to utilize the power of both organizations

3. Marketing:

- Digital Marketing Review: Analytics
 - Will be sending out a one-page review about the BIA marketing overview and analysis over the past year, just waiting on more feedback from our media partners. Will email the review out to the committee in the next week
- Marketing & Public Relations Workshops for DBBIA Members
 - The BIA is providing membership workshops that are booked individually
 - There will be a digital marketing workshop taking place on Thursday, February 7, 2019. The workshop will be two hours facilitated by Colleen Cole from HumanFerret. There will be a paid fee of around \$27.00 per person for the workshop
 - There will also be a Public Relations 4-week series that BIA members can take advantage of, help businesses review why they are in business, work on their elevator pitch. The series will be every Thursday for two hours starting Thursday, February 21, 2019. There will be around a \$60.00 fee per person for this workshop series
- Digital Main Street Update
 - The BIA and Jennifer Vivian from the City of Brampton are partnering up to work on applying for a larger grant for Digital Main Street
- Discover Downtown Spring Edition
 - Reviewing the first draft of editorial
 - This edition is focused on professional services in the downtown
 - Going through photography for the magazine
 - Advertisement is due Friday, January 18, 2019
 - Distribution is going to be the same as the past. There are going to be 20,000 copies printed, with 15,000 copies getting distributed to houses within a 1-5

- km radius of the downtown and a targeted subdivision in Brampton outside the downtown. 5,000 copies get distributed to the businesses downtown
- There are also community partners that help distribute the magazine in the condos downtown Brampton
- Postcard Strategy for 2019
 - Making recommendation to do the first post card drop in March after March break. Having information on upcoming events such as Girls Night Out.
 - Postcards are to target local consumers in the downtown, need to target and pick a specific neighbourhood. Also need a call to action on the postcards to measure campaign and track success
 - With the magazine going out in mid- November, the BIA received over 200 entries from the magazine, website and eNews call to action
 - Working at branding and collaborating with the City, Rose, PAMA, on upcoming events and promotions