

Tuesday, February 5, 2019

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

76 Main Street North

MEMBERS PRESENT:

Grettel Comas, Kristina Romasco, Vijay Sagar

CITY REPRESENTATIVE:

Daniel Francavilla, Ryan Lynn

STAFF:

Suzy Godefroy, Andrea Magana, Teagan Pecoskie-Schweir

1. Community Sponsorship & Partnership Proposals

- Reviewed the sponsorship proposals that were due on January 31, 2019
- There were 13 submissions, and Santa Claus Parade which comes from a different budget
- There were money cuts this year for sponsorship compared to last year due to the budget, the 2019 sponsorship budget is now \$15,000.00
- Allocated the money based on the nature of the event and proposal submitted to the DBBIA
- Maximum amount allocated for events is \$3000.00, lowest amount is \$500.00 and in-kind sponsorship for BIA businesses
- Approached by the business Love and nudes with regards to partnership, and after reviewing found that the business didn't fit with BIA goals, marketing didn't work with what we do
 - On Thursday, February 28, 2019 Love and Nudes episode on Dragons Den will premier at Wendel Clark's
- Look at how the BIA can leverage with the partnerships, look at doing contesting at each event as similar to what was done at the World of Jazz festival last year.
 - Visibility with BIA logo, messaging Discover Downtown, shopping downtown – Call to Action.
 - In-kind sponsorship of \$5000.00 from the BIA, which will help organizations with the marketing of these events. This includes: Discover Downtown magazine, website links, social media posting, A-frame rentals, parking garage poster (maximum two weeks and must use the BIA contractor for installation.) BIA will be requesting a marketing summary from each organization with regards to details on how each organization is marketing the plan
- Any proposals that didn't get in this year will have to wait until January 2020, as the deadline has passed now

- Rewarding sponsorship to:
 - Peel Regional Police – Freezing for a Reason not sponsoring -- making a donation
 - Beaux arts – 2 exhibits
 - FOLD- first weekend in May
 - Brampton Professional Women organization June Golf Tournament
 - Rib N Roll
 - Scentual Interpretations – Scent and art – Scented lair and Karen Darling
 - Flower city Bhangra – August long weekend
 - World of Jazz festival – long weekend September
 - Live Art Competition- August 24
 - Thursday night concert series – sponsoring some events- not partners because of the use of Gage Park
 - \$1600.00 for in store events – similar to Music in the City grant
 - Some events happening in Garden Square that didn't submit – Monster World Smash, Lusofonia and Vibrant Brampton

NOTES:

- The BIA emailed everyone in the past who the BIA has sponsored with regards to sponsoring again and emailed applications out, did not hear back from some of the previous organizations.
- The DBBIA will not be able to sponsor any other events, however can help support by marketing if they reach out to us. The DBBIA can look at selling an advertisement in Discover Downtown valued up to \$500.00 at the event
- In store events: BIA members can organize events i.e. Pool or dart tournament whereby the BIA will fund up to a certain amount, and help promote the event similar to the Music in the City programme. This in store promotion still needs an official name for the program. Looking at giving around \$100.00- 200.00 per event maximum of eight events in 2019
- Specifications around money: Music in the City is for live music events in the downtown, Need to determine if we are asking the businesses to outline what they are spending the money on, asking to submit a breakdown ex. Outlining cost for food, marketing, prizes. BIA can announce the event in the e-news to get more people aware. Need to see what promotion would be included, need to see how the businesses are promoting the event
- Need four weeks lead time
- Showcase the event in the Discover Downtown magazine
- Staggering the events throughout the year, don't want all the events happening the same time of year
- Sponsor events till May and September to December gives around eight months

- Need to create a calendar for those who apply, and it will be on a first come first serve basis
- Grant program is to help push out events and bring people downtown when its not busy
- Put together an overview to send out to the businesses
- February to May need a deadline look at getting everything by end of February, and put into calendar and from there plan out the marketing

2. Music in the City

- Starting in March onwards have two events per month, build a whole marketing plan to build this program
- Have had four events for Music in the City currently this year
- \$250.00 is given to each business one time only, businesses cannot apply twice
- Looking at doing only two events per month, having a maximum of twenty-four events through out the year allocating \$6000.00 for the budget
- Offer one per business and open it up again in September to businesses who have applied in the past if money is left over still
- Need to be more clear with the directions to the business with the promotion of the event as the BIA is helping sponsor the music

3. Events & Marketing Update

- Flag Day – window decorating contest will be taking place between February 15-18
- Flag Day was brought up by councillors to try and create an event or do something to create awareness. The BIA is doing a window decorating contest to help brighten up the downtown and get the business more involved
- The BIA is also hosting a social media contest where anyone can take a picture downtown Brampton wearing red and white, with a flag, by hash tagging #Canadianflagdtb either on Instagram, Twitter, and Facebook
 - The contest will take place between February 15-19, and we will draw winners on February 20
 - Canada winter games will be playing on the screen in Garden Square during Family Day
 - BIA has approached the City about raising the Canadian Flag on Flag day
 - Talked to councillors about being judges, have them do a video about the social media contest
- Taste of Brampton February 25- March 10
 - 22 Participants currently as of now (February 5)
 - Pub on main
 - Das Brezel Haus
 - Dolcezza Custom Cakes
 - Joey's deli

- Juice and Rocco's
- Segovia Coffee Co.
- Macaronz
- Pos Bueno Mexican Restaurant & Bar
- Fanzorelli's Restaurant & Wine Bar
- The Works Gourmet Burger Bistro
- Tracks Brew Pub
- Vesuvio's Ristorante
- Wendel Clark's Classic Grill & Bar
- Wildcard Board Game Café
- Queen Gypsy
- Crown and Lion English pub
- Fan 'D' Flame
- Food Fight BBQ
- J. Red and Co
- Kwality Sweets and restaurant
- Little London café
- Nine18
- Cost \$150.00 for businesses not in the BIA
- Tuesday, February 26, 2019 is the BIA's winter business mixer, look at having a Taste of Brampton photo op to kick off the event
- Easter Egg Hunt this will be the 3rd year doing the Easter Egg Hunt
 - There were approximately 1500 kids in attendance last year
 - A lot of businesses ran out of candy early
 - Change the timing of the event from two hours instead of three
 - Create a cheat sheet on how to prepare for this years Easter Egg Hunt similar to taste of Brampton
 - Each business needs to create a system – some stores cannot have lots of parents and kids in store, have them give out candy outside
 - It's a day of exposure and not sales for businesses
 - Look at doing an Easter parade, or sing a long, stroller parade, at the end to help get the kids out of the stores
 - During Halloween we had Daily Times Square as a kid's activation there is a fee to rent. In the past there was a photo booth, fire fighters, sponsor was there doing a craft activation, Recreation from the City of Brampton. It was worked very well with the kids
 - Only do Daily time square if we have a sponsor as it costs money to activate
 - For Valentine's Day we are doing the Carriage rides from 6-10pm, we will be doing contesting to win dinner and a carriage ride for consumers
 - Nothing confirmed for Mother's day yet, looking to get carriages rides

- GIRLS NIGHT OUT
 - Next event – to be set in May 2019 around Mother’s Day weekend
 - Friday night – Mother’s day is busy for families
 - Incorporate more food – mom and daughter’s night out
 - Planning meeting: set up next week for Girls Night Out
 - **Call to Action:** Create a cheat sheet for next meeting, with tips to help businesses get the most out of the event
- Come out with a new word to campaign for Spring similar to how we have “Sparkle” for the holiday time

4. Other

- Ryerson University has an Entrepreneur Opportunity Accelerator Program it is a two-day workshop geared to ages of 15-29 years and a resident of Ontario. These entrepreneurs must be making \$10,000.00 a year in revenue
- Update: City of Brampton is having a panel discussion with regards to cyber security helped put on by the Chang school and Sheridan College it will be on March 6, 2019 in City Hall hosted by the City
 - Good discussion for Business owners and businesses in IT, accounting firms
- The Incubator renovations are underway opening date in the spring, a firm date to come. Ryerson University is expressing more interest in the project, can’t release any promotional material until the City gets more information