

Tuesday, March 5, 2019
9:00 a.m. to 11:00 a.m.
76 Main Street North

MEMBERS PRESENT:

Grettel Comas, Herman Custodio, Horacio Herrera, Irene Ongaro, Kat Pechmann, Kristina Romasco, Vijay Sagar

CITY REPRESENTATIVE:

Daniel Francavilla, Ryan Lynn, Roberta Canning

STAFF:

Suzy Godefroy, Andrea Magana, Teagan Pecoskie-Schweir

1. Events Update

- Farmers Market
 - Construction is not happening this year, and the market will continue on as in the past years
 - The market will be taking place from June 15- October 12, 2019
 - The City has offered businesses on Main Street free activation during the Farmers' Market
 - L. Lukasik has reached out to the whole market and any business on Queen Street can apply, they just need to pay the vendor fee
 - The City has ten spaces available on Main Street, and they have reached out to the businesses in the past who have taken part in the Farmers' Market
 - The BIA is always advocating on how to clean the market up with the City with regards to the large vans and trucks parked on the streets and in front of a number of business storefronts
 - If a business wants a booth at the Farmers' Market they need to commit for the whole season
 - The BIA will continue to have their rotational booth throughout the summer
- Easter Egg Hunt
 - Taking place on Saturday, April 20, 2019 from 11am-1pm
 - Vivian Lane will be the treat bag decorating station and map pick up
 - Daily Times Square will be the Kids Zone with Brampton Beast , firefighters, and the photo-booth
 - Easter Parade- look at having Council, and the Mayor lead the parade, invite families to wear an Easter Bonnet, and/or Easter/Spring costume (similar to the Halloween dog parade)

- Have strollers decorated, or work with Bike Brampton and have them involved
- Businesses to sign up with Andrea for Easter Egg Hunt
- Ladies Night Out
 - Taking place Wednesday, May 8, 2019 from 6-9pm
 - Similar as December's event, have a map of businesses participating with each business have an activation happening in their stores
 - Have early bird pricing starting at \$20.00 a ticket and then raise the price to \$30.00 a ticket
 - Looking to have the evening end at a restaurant
 - Have downtown dollars again as in the past
 - Looking to have 15-20 businesses on board this time
 - Updating the Ladies Night Out form and having it go out in the next week
- Party in the Lanes
 - Looking at having the dates as July 19 and August 23
 - Scaled the event back to two dates instead of three, as there is a lot of events happening in June, and have more money to spend on the two events
 - Planning a PITL planning meeting next week
 - The laneways will be McArter Lane, George Street South, and Daily Times Square as the kids zone
 - BIA and the City will be partnering up during their Friday Night Live concert the night of the events

2. Marketing Update

- Downtown Marketing Video
 - Promotional Video produce to promote downtown Brampton core , and help promote downtown Brampton during the summer time
 - Reach out to videographers for production
 - A better way to help promote business owners and the downtown district
 - Don't have a video currently that promotes everything downtown
 - Restaurants
 - Retail
 - Events
 - Don't have a budget currently for this, and will have to get quotes
 - Capture video content from sponsored events in the past to have ready for mid to end of May
 - Video can go on our website, Garden Square screen , and can be played at our sponsored events
 - Have it be a branded video of the downtown, with a view of downtown streets, parks, businesses , partnerships with the City of Brampton
 - **Action:** Follow up with a planning meeting , look at pricing and quotes for production

- Garden Square has a lot of content from the City with regards to video recorded
- Discover Downtown Brampton: Summer Edition
 - Discover Downtown Brampton spring Edition focused on the professional services
 - 16,000 copies were delivered to houses within a 1-5 km radius of the downtown and a neighbourhood outside the downtown core (Professors Lake). The other 4,000 copies were delivered to the businesses downtown Brampton by a paid student for the businesses to give out to customers
 - Magazines were also delivered to recreational centres throughout Brampton and Starbucks
 - Sending our new co-op student to deliver magazines to the professional services featured in the magazine
 - Reached out to the organizations we are sponsoring to see if they would like to feature an article in the summer edition with regards to their event
 - Doing a call for editorial articles that any business would like to feature be submitted by April 15, 2019
 - Events happening in the summer time be featured in a calendar format, library, PAMA, Beaux Arts, YMCA have a lot of camps and events for kids during the summer time
 - Spread out the ¼ page ads through out the magazine
 - Parking page be added to the magazine to promote parking in the downtown
 - Create a blog of the magazine on the BIA website, where content can be shared
 - Have the e-news more in-sync with the Discover Downtown brand , have content be more shareable
 - Focus more on content and branding of the magazine and not just news
 - Summer edition lasts usually from May to August, look at potentially doing a Fall magazine
 - Content is due mid April for ads, and editorials
 - Goal is to have the summer magazine be ready for the BIA's Annual General Meeting at the end of May
 - Highlight a section of the magazine to seniors in the downtown, as there is a high market downtown for them
 - Look at increasing distribution and print run, look at quotes for increasing the print run by 10,000 more copies
- Other
 - Mother's Day carriage rides have not been booked yet, explore the option to have carriage rides that weekend
 - Last year had carriage rides on the Saturday and Sunday from 12-4pm will take this back to business owners for their opinions
 - Look at promoting businesses by going for a ride and have a meal to promote

- Mailing newsletters and contact forms for property owners to fill out to make sure we have all correct and updated information on file
- Going to be doing a yearly update for contact information for business and property owners
- Ordering more shopping bags for spring , colours will be pink, green, and blue with the same branding as in the past, will promote through the e-news once they are in
- Look at getting new banners, as our current ones are starting to get older

3. Community Partnership and Sponsorships

- Algoma Experiential Marketing Project
 - Students at Algoma are working on a loyalty program for the BIA
 - The students were given the task to pitch a loyalty program that will be effective for the downtown core
 - Take the program into segments ex. students/ seniors
- Digital Main Street Grant
 - The downtown Brampton BIA received \$10,000.00 grant
 - Looking at different proposals and companies to work with
- Other
 - Marketing Workshop
 - Building Your Digital Marketing Workshop is taking place at the BIA office on Thursday, March 21, 2019 by marketing expert Colleen Cole Human Ferret. The cost of the workshop is \$25.00
 - There will also be a Public Relations 4 week series happening every Thursday in April and the cost for that workshop is \$50.00