

Meeting: Downtown Brampton BIA Marketing & Events Team April 10, 2019		
<b>Date:</b>	Wednesday, April 10, 2019	<b>Time:</b> 3:00p.m. - 4:30p.m.
<b>Location:</b>	76 Main Street North, Brampton ON, L6V 1N7	
<b>PRESENT MEMBERS:</b>	Herman Custodio, Tracy Pepe, Kristina Romasco, Fernando Russo, Vijay Sagar	
<b>STAFF:</b>	Suzy Godefroy, Andrea, Magana, Teagan Pecoskie-Schweir	
<b>CITY REPRESENTATIVE:</b>	Roberta Canning, Daniel Francavilla	
Item:	Notes/Minutes:	Actions:
1.	<p><b>Marketing Updates:</b></p> <p><u>Marketing &amp; Public Relations Workshops for DBBIA Members</u></p> <ul style="list-style-type: none"> <li>5 businesses registered in the Public Relations workshop series, runs from April 11, 18, 25 from 9:00-11:00a.m.</li> </ul> <p><u>Digital Main Street Update</u></p> <ul style="list-style-type: none"> <li>Received \$10,000.00 grant for digital marketing from OBIAA</li> <li>\$7,500.00 to hire individuals to help service the businesses downtown with their social media needs</li> <li><b>Action:</b> BIA is drafting a job description for the Digital Marketing Squad,</li> </ul> <p><u>Discover Summer Edition</u></p> <ul style="list-style-type: none"> <li>The writer has started on the content for the articles having features on: Party in the Lanes, Flower City Bhangra, Thursday Night Concert Series, World of Jazz, EUPHORIA experience</li> <li>Will have the great finds and quarter page ads spread throughout the magazine instead of on one page</li> <li>Looking to go to print on May 16, to have for the AGM</li> <li>Summer edition is focused on events in the downtown</li> <li>Discussed that it is not worth it to create a fall edition of the Discover Downtown Brampton magazine and to leave it at three editions a year</li> <li>Extend the holiday edition to come out earlier, look at print at the end of September to include Taste of Brampton, Farmers' market, Thanksgiving and Christmas</li> </ul>	SG
2.	<p><b>Marketing Planning:</b></p> <p><u>Downtown Dollars and Downtown Loyalty Program</u></p> <ul style="list-style-type: none"> <li>Looking to launch Downtown Dollars, currently finalizing the details</li> <li>The Downtown Dollars would have a list of businesses supporting and accepting them, and twice a month businesses would bring them back to BIA office to get reimbursed</li> <li>Looked into a few companies for gift cards, one option was having e-gift cards that could be sold or redeemed all online</li> <li>Look at other ideas of Downtown Dollars, ex. create a poker chip, plastic cards that look like a gift card. They would be more durable and hard to re create</li> </ul>	



3.	<p><b>Events Planning Update:</b></p> <p><u>Easter Egg Hunt Parade Update</u></p> <ul style="list-style-type: none"> <li>• Partnership with Boys and Girls club of Peel</li> <li>• The parade is at 1:00p.m. would be around 15 minutes</li> <li>• The Dancing Flower parade encourages everyone to wear an Easter bonnet, floral colours. The Mayor of Brampton will lead the parade.</li> </ul> <p><u>Ladies Night Out</u></p> <ul style="list-style-type: none"> <li>• Currently have six participating businesses, looking to start again at Beaux Arts</li> <li>• Participation forms are due this Friday and ticket sales start on Monday maximum tickets for sale is 75</li> </ul> <p><u>Sponsorship Partnership Discussion</u></p> <ul style="list-style-type: none"> <li>• The DBBIA sent out a call for sponsorship proposals for January 31, 2019. In February the BIA reviewed proposals and rewarded a number of organizations sponsorship and marketing support.</li> <li>• Since the BIA has received three requests for sponsorship including: Vibrant Brampton - July 27 &amp; 28 (in past the DBBIA have sponsored their event) Sponsorship request: \$5000.00 Lusofonia festival June 15 &amp; 16 (in Garden Square) Sponsorship request: \$2500 Canadian horse Shoe Tournament - August 14- 17</li> <li>• ACTION: The DBBIA is unable to allocate sponsorship to these events, as the 2019 sponsorship has already been allocated. BIA can offer in-kind marketing support.</li> <li>• Should have activations with staff at those events</li> </ul> <p><u>Other</u></p> <ul style="list-style-type: none"> <li>• Incubator is now open at West tower at 41 George Street</li> <li>• It will be run by Brampton Entrepreneur Centre, and anyone can book working space, or rooms for meetings. It will be open from 8:30a.m- 4:30p.m.</li> </ul>	
----	--	--