

Meeting: Downtown Brampton BIA Marketing & Events Team May 8, 2019		
Date:	Wednesday, May 8, 2019	Time: 9:00a.m. - 10:30a.m.
Location:	76 Main Street North, Brampton ON, L6V 1N7	
PRESENT MEMBERS:	Svitlana Blesko, Grettel Comas, Peeyush Gupta, Irene Ongaro, Jason Palmer, Kristina Romasco, Vijay Sagar,	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Roberta Canning, Daniel Francavilla	
Item:	Notes/Minutes:	Actions:
1.	<p>Marketing Updates:</p> <p><u>Digital Main Street Update</u></p> <ul style="list-style-type: none"> • Received the Digital Main Street grant last month, in the process of finalizing job descriptions to hire digital squad • Squad who will help one on one for the businesses downtown and do assessments • \$7,500.00 of the grant goes to the actual hiring of the digital squad, and the remaining balance goes to purchasing equipment and tools • Looking to have the digital squad for July and August • Suzy is doing a Digital marketing workshop on Friday, May 10, 2019 <p><u>Discover Summer Edition</u></p> <ul style="list-style-type: none"> • Proofing the magazine, looking for it to go print for May 17 • Event calendar will be a pull out • Want the magazines ready for the DBBIA Annual General Meeting, and then deliver to 15,000 homes and one subdivision in a targeted area (12,000 homes in the downtown core, and 3,000 copies go to a targeted subdivision) • DBBIA will be changing the distribution company for this edition • Magazines also get dropped off to community centres, libraries and Starbucks across Brampton • Look at East side of Brampton (Gore) for the targeted subdivision • 5,000 gets sent to BIA office which then gets distributed to the business, condos, sponsorship, and Garden Square table • Action: Look at East of Highway 410 (Gore area, North of Queen) • Action: Look into getting quotes for printing additional 10,000 copies • Action: Look at the costs of printing two cover photos for the magazine one with a picture from Party in the LANES and the other of a South Asian event ex. Flower City Bhangra 	<p>SG</p> <p>SG</p> <p>SG</p>
2.	<p>Marketing Planning:</p> <p><u>Downtown Dollars and Downtown Loyalty Programme</u></p> <ul style="list-style-type: none"> • Sent out an email with regards to getting interest of downtown dollars, as well as putting it in the May newsletter. No feedback currently • Downtown dollars is a gift incentive to shop downtown. Money that's coming back in the downtown businesses 	

	<ul style="list-style-type: none"> • Look at getting around 30-40 businesses on board for the program • Not going to cost businesses money, all they need to do is accept the dollars, and get reimbursed two times a month • Need someone to target the corporate businesses and try and get them to purchase the dollars for their employees to shop downtown Brampton • Action: put together a participation form and get idea of who is going to be on board, promote at the DBBIA AGM. Figure out when we are launching downtown dollars • Action: look at printing • costs for downtown dollars, see how launch goes then look into doing different loyalty programs in the future <p><u>Promotional Video</u></p> <ul style="list-style-type: none"> • Looked into promotional videos with media companies, met with two companies, in the midst of getting more quotes • Action: Bring back in June with costs, and look at generic video of downtown, different industries in the downtown, or combining key words in downtown Brampton • Action: need to create a timeline of video production, need to start filming soon as most summer events take place in June, July- deadline is end of May 	<p>SG</p> <p>SG</p> <p>SG</p> <p>SG</p>
<p>3.</p>	<p>Events Planning Update:</p> <p><u>Ladies Night Out</u></p> <ul style="list-style-type: none"> • Sold 47 tickets through Eventbrite, starting at Beaux Arts Brampton, ladies need to visit 7 or more stores to get entered into a draw to win a \$300.00 shopping spree downtown Brampton • 15 businesses on board, and the draw will take place at Wendel Clark's tonight at 9:15p.m. <p><u>Bike to Work Day</u></p> <ul style="list-style-type: none"> • Will take place on Monday, May 27 in Garden Square from 7:30a.m. – 9:30a.m. • This event is a great way to learn about what the City is doing on active transportation • The DBBIA has reached out to food businesses to donate food, didn't get any response • McDonald's is sponsoring event, and providing free breakfast • One of the DBBIA board of directors Joe Asensio will be the emcee of the event <p><u>Party in the Lanes 2019</u></p> <ul style="list-style-type: none"> • Party in the LANES will be taking place on July 19 and August 23 • City is on board with sponsoring with in-kind services for facility rentals, and road closures • Action: Set up planning meetings for each lane way • City programs Garden Square for FNL – epic eagles, David Love Band playing on the two dates • George Street will be similar to last year with Latin music 	<p>SG/ TPS</p>

	<ul style="list-style-type: none"> • Jeff Chalmers is emceeing in garden square and will be promoting PITL • McArter Lane will have a country theme • Daily Times Square will be the kids zone with fire department, Beaux Arts, Brampton Beast, face painting, etc. <p>Other:</p> <ul style="list-style-type: none"> • Garden Square movie list will be released end of this week on their website • There are events happening every Wednesday- Saturday events in Garden Square for the summer • Thursday nights will be around the world movie night put on by Carabram • Friday – Friday Night Live • Saturday morning – there will something on the stage every Saturday for the Farmers’ market • Celebrampton is not happening this year, will be doing something for Farmers’ market grand opening June 15- October 12 • Action: Reach out to Greg Peddie form the city to include any events in the summer events calendar magazine • July 7 -will have Pride in the Square • May 23-there is the big reveal Rose theatre program for 2019-2020 	<p>SG/ TPS</p>
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