

Meeting: Downtown Brampton BIA Marketing & Events Team June 4, 2019		
Date:	Tuesday, June 4, 2019	Time:
Location:	76 Main Street North, Brampton ON, L6V 1N7	
PRESENT MEMBERS:	Grettel Comas, Emma O'Malley, Kristina Romasco, Vijay Sagar	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Roberta Canning, Daniel Francavilla, Ryan Lynn	
Item:	Notes/Minutes:	Actions:
1.	<p>Marketing Updates:</p> <p><u>Discover Summer Edition</u></p> <ul style="list-style-type: none"> There are two covers for this edition, 10,000 with our Party in the Lanes cover, and 10,000 with the Flower City Bhangra cover Businesses who have advertised, or have an article in this edition have received copies this past Friday <p><u>Distribution- GTA Flyer</u></p> <ul style="list-style-type: none"> Distributing 12,000 copies to homes in the downtown core, and 3,000 to homes in the Gore area north of Queen Street. <p><u>Distribution- Downtown Brampton</u></p> <ul style="list-style-type: none"> We give condo boards the magazines to distribute to their tenants Students from Judith Nyman are coming to deliver magazines to the businesses this upcoming Thursday, June 6, 2019 <p><u>Distribution- Special Events</u></p> <ul style="list-style-type: none"> Distributing the magazines to our sponsored events through out the summer <p><u>Distribution- Starbucks</u></p> <ul style="list-style-type: none"> We have a previous co-op student who distributes the magazines to the Starbucks, and recreational centres in Brampton Look at getting approvals to put magazines in transit terminals 	
2.	<p>Marketing Planning:</p> <p><u>Raptors Game</u></p> <ul style="list-style-type: none"> A lot of people came out earlier to the Sunday game Rose Theatre/Garden Square distributed material ex. tattoos, promotional material. Found that staff picked it all up off the floor The City has been showing more City messaging, and have been advertising on the big screen going into the game. Good way to advertise specials, or businesses before the game Opportunity to do a blurb with the DJ during the Raptor's games Need more signs telling people where the bathrooms are located, need to have a sign by the screen Businesses are asking to set up a tent and sell products at the game, look at setting up near Main and Nelson, as the Square is packed. Businesses who want to do a pop up tent must set up, take down, and get the insurance for the booth Action: Send an email to get appropriate approvals to set up tents on the road, advertisement on the screen, and get more washroom signs 	SG

	<p><u>Digital Main Street</u></p> <ul style="list-style-type: none"> Resume deadline is over for Digital Main Street Service Squad position, once all the resumes have been reviewed, the BIA will be hiring one person to go through and help the businesses. Looking to have someone for the end of June or beginning of July. <p><u>Social Media</u></p> <ul style="list-style-type: none"> Received a grant for summer jobs placement, currently reviewing the applications for a membership engagement and social media coordinator, they will start in July Hiring someone to take over Andrea's position, have more news coming soon Teagan will be the Membership and Special Projects Coordinator, looking after Party in the LANES, Meet the Beat, and other events going forward 	
<p>3.</p>	<p>Events Planning Update:</p> <p><u>Meet the Beat</u></p> <ul style="list-style-type: none"> BBQ in Garden Square on June 25, 2019. The BIA has invited downtown businesses to attend, to meet the community services in in the downtown and the Peel Regional Police Beat patrol. Meet the Beat helps educate the community on safety and all of the community services in the downtown. The Works and Little Shop will be doing the food for the BBQ <p><u>Party in the Lanes 2019</u></p> <ul style="list-style-type: none"> Andrea sent a call out to the businesses to be vendors for McArter Lane, Daily Times Square, and George Street South Look at having a patio in Harmsworth Lane Ctrl V is interested in doing a VR activation on George Street South June 21 is the deadline for applications for vendors, reach out to businesses in person Action: send invite for PITL planning meeting on Tuesday, June 18, 2019 9-10am <p><u>Other:</u></p> <ul style="list-style-type: none"> R.Lynn talked about how the City has installed Edison style lighting in Vivian Lane There is a meeting going to happen to discuss other opportunities that can be done in Diplock The Region will be installing lights in Harmsworth lane Looking at a timer for lights in McArter and Vivian lane The office of Central Area used to be in charge of the Display of Wares and A-frame program, trying to decide who will administer the program as that department doesn't exist anymore. Looking at including A-frames under Display of Wares application making it easier to apply. 	