

Meeting: Downtown Brampton BIA Marketing & Events Team July 3, 2019		
Date:	Wednesday, July 3, 2019	Time: 9:00a.m. - 10:30a.m.
Location:	76 Main Street North, Brampton ON, L6V 1N7	
PRESENT MEMBERS:	Adriel Domingue, Peeyush Gupta, Horacio Herrera, Claudia McKoy, Kat Pechmann, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Roohanee Gupta, Alex Phillips	
CITY REPRESENTATIVE:	Roberta Canning,	
Item:	Notes/Minutes:	Actions:
1.	<p>Marketing Updates:</p> <p><u>Video</u></p> <ul style="list-style-type: none"> • The BIA has received quotes on video production, as well as met with Winged Whale Media, which the DBBIA have used them in the past for the food videos • The DBBIA will be moving forward with Winged Whale Media to produce different segmented videos for downtown Brampton • The BIA will be following up with Daniel Francavilla at the City of Brampton about synergy with the City of Brampton to collaborate together on these promotional videos as well as not overlap or duplicate <p><u>Downtown Dollars</u></p> <ul style="list-style-type: none"> • The BIA reached out to the business community via email about Downtown Dollars as has not received a lot of feedback on the program • Want to get 30 businesses on board, and create a page on the DBBIA website people can see what businesses accept Downtown Dollars • Action: talk to businesses in person and come back at next meeting to get businesses to sign up and create a sign up form • Get the businesses to do word of mouth to promote Downtown Dollars 	
2.	<p>Marketing Planning:</p> <p><u>Party in the LANES</u></p> <ul style="list-style-type: none"> • Discover Downtown Summer Edition • Transit Ads booked for July and August (15 buses across Brampton) • InBrampton • Bramptontist • BIA Social Media posts • Posters and post cards will be disturbed in the near future • Poster in parking garage being put up on Monday • There are 8 mobile signs across Brampton • Promote with video from past year Party in the LANES 	
3.	<p>Events Planning Update:</p> <p><u>Party in the LANES July 19, 2019:</u></p> <ul style="list-style-type: none"> • McArter Lane: • There are 5 businesses on board 	

	<ul style="list-style-type: none"> • Food by 9 Queen Chinese and Wildcard Board Game Café is doing take out • Have balloons and a photo wall for decorations and entertainment • Two bands performing TWRVA and The Yonge Collective with fashion shows and a dance school to perform in between breaks • George St.S: • Need to get more food businesses on board, reaching out to a few more vendors • Have 3 businesses and PAG sponsors on George St South • Latin band playing, with salsa lessons and belly dancing taking place during breaks • Vivian Lane: - Kids Lane • Have three businesses with RBC Insurance as a sponsor for the Photobooth • Brampton Fire and Brampton Beast confirmed as well • Working on decorations and signage for the Kids Lane • Talk to Brampton Recreation to have an activation in Kids Lane • Action: Look into another face painter and Henna drawer • Action: Look into creating Downtown Dollars for Party in the LANES weekend • Leave fee for food vendors at \$200.00 deposit with \$100.00 they get back at the end of the night. <p>Ladies Night out:</p> <ul style="list-style-type: none"> • Look at doing a fall Ladies Night Out around September 25th • Look at doing a November 20 or 27 holiday Ladies Night Out event • Keep it Ladies Night Out instead of Girls Night Out • Ladies feedback was they liked getting together at the spa at the end instead of Wendel Clark's <p>Other:</p> <ul style="list-style-type: none"> • Pride in the Square is taking place on Sunday, July 7 in Garden Square with a flag raising at 1:00pm at City Hall • Pride in the Square is a family friendly event, with entertainment • Garden Square will deliver flags to DBBIA office which can be distributed to businesses downtown • Advertise events through GO stations to promote downtown Brampton • Look at getting downtown Brampton business ambassadors to promote downtown Brampton events, messaging 	
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