

Meeting: Downtown Brampton BIA Marketing & Events Team August 7, 2019		
Date:	Wednesday, August 7, 2019	Time: 9:00a.m. - 10:30a.m.
Location:	76 Main Street North, Brampton ON, L6V 1N7	
PRESENT MEMBERS:	Grettel Comas, Shannon Douglas- Ogor, Ashleigh Francis, Peeyush Gupta, Horacio Herrera, Emma O'Malley, Jason Palmer, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Colleen Cole, Roohanee Gupta, Alex Philip	
CITY REPRESENTATIVE:	Daniel Francavilla	
Item:	Notes/Minutes:	Actions:
1.	<p>Events Updates:</p> <p><u>Party in the LANES</u></p> <ul style="list-style-type: none"> • Scheduling, entertainment, décor, are all booked for the event • There were signs stating businesses were open late, and promotions businesses were doing for Party in the LANES. Businesses suggested having the signs a little bigger for August • The DBBIA is not able to use Daily Times Square due to some repairs currently taking place • Send out a survey for businesses who were vendors after the event to find out how profitable they were • Contesting • BIA to create a map similar to Trick or treating which highlights all of the stores open late at PITL as well as vendors and entertainment in each PITL venue <p><u>Ladies Night Out</u></p> <ul style="list-style-type: none"> • Date set for Wednesday, September 25, 2019 from 5-9m • Have the ladies visit more businesses and get 10 stickers to enter to win \$300.00 grand prize in gift cards • Action: review the applications and promotions, that way ladies aren't being stuck in one location for long periods of time • Looking at getting MacaronZ as the host venue to the after party • Start promoting Ladies Night Out and the Taste of Brampton at Party in the LANES • Change the map as ladies got confused what numbers to start • Look at starting at the Entrepreneur Centre at 41 George • Promotion --- do a contest where the winner can win tickets to the night of, and a social media contest for an additional \$25.00 <p><u>Taste of Brampton</u></p> <ul style="list-style-type: none"> • Date: October 15-29, 2019 • BIA has started creative for World of Jazz program • BIA will start promoting this event as well as reach out to get restaurants on board by the end of August • N.B. The Taste of Indian is on October 17th at Sheridan College Brampton campus and can promote the Taste of Brampton • Action: Ask to promote Ladies Night Out and Taste at World of Jazz <p><u>Christmas</u></p>	<p>TPS/SG</p> <p>SG</p> <p>SG/TPS</p>

	<ul style="list-style-type: none"> • Action: send out invitations for a holiday planning meeting in the next few weeks, bring back items for September meeting 	
2.	<p>Marketing Updates:</p> <p><u>Welcome Colleen Cole</u></p> <ul style="list-style-type: none"> • Suzy introduced Colleen Cole, the BIA's new Marketing & Communications Specialist on contract till the end of the year for the DBBIA <p><u>Party in the LANES</u></p> <ul style="list-style-type: none"> • Media buys include: Mobile signs, a social media campaign with InBrampton, and Brampton Transit • Suggestions: need a robust social media campaign for the night of • Promotional video being produced by InBrampton • Winged Whale Media will be doing some filming that evening for the downtown Brampton promotional video in the works <p><u>Rest of Quarter 3/ Quarter 4</u></p> <ul style="list-style-type: none"> • Action: C. Cole is putting together a marketing strategy for the office and will bring it back at September meeting to discuss the strategies for the upcoming fall and holiday season 	SG/CC
3.	<p>Other:</p> <ul style="list-style-type: none"> • Budget workshops are starting today (2-3pm) DBBIA will be hosting budget workshops every Wednesday in August for the 2020- 2023 budget • Algoma University will be making a presentation to Council today for their expansion plans and looking to go up to 1,000 student with in the next three years 	