

Meeting: Downtown Brampton BIA Marketing & Events Team September 4, 2019		
<b>Date:</b>	Wednesday, September 4, 2019	<b>Time:</b>
<b>Location:</b>	76 Main Street North, Brampton ON, L6V 1N7	
<b>PRESENT MEMBERS:</b>	Claudia McKoy, Irene Ongaro, Kat Pechmann, Kristina Romasco	
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir, Colleen Cole,	
<b>CITY REPRESENTATIVE:</b>	Roberta Canning, Daniel Francavilla	
Item:	Notes/Minutes:	Actions:
1.	<p><b>Party in the Lanes Recap:</b></p> <p><u>Event</u></p> <ul style="list-style-type: none"> <li>• Idea to bring back June date next year</li> <li>• The name makes people think of bowling, include in promotional material “Street Party or Block Party”</li> <li>• Had the highest turnout of people attend the August date</li> <li>• Not many people knew about the draws</li> <li>• Need more food options , etc. hamburger/sausage</li> <li>• Get the postcards out earlier than a week</li> <li>• Places to take pictures – need something downtown Brampton-sign/ branding (McArter lane)</li> <li>• Businesses need to promote their open, have balloons outside or something to draw people in</li> <li>• Need postcards/maps for Garden Square info tent, no one was looking at a-frames</li> <li>• Have big flags outside events, locations to draw them in</li> <li>• Guests had to ask for deals, businesses not advertising the sales they were doing</li> <li>• Some businesses were not happy that a food truck came down, and did not want to participate. Need to have food at the event, and restaurants are too busy to come out.</li> <li>• Need at least 8 food vendors for an event</li> </ul> <p><u>Marketing recap</u></p> <ul style="list-style-type: none"> <li>• Looking at printing DBBIA branding on black mobile signs, instead of their lettering</li> <li>• It was good having Instagram stories being played through out the week leading up to the event promoting businesses staying open late and deals</li> </ul>	
2.	<p><b>Upcoming Events:</b></p> <p><u>Ladies Night Out</u></p> <ul style="list-style-type: none"> <li>• September 25<sup>th</sup> from 5-9pm</li> <li>• 14 vendors participating in September</li> <li>• Selling early bird priced tickets now</li> <li>• Email list and email blast to all the past participants</li> <li>• Get businesses to promote the event that are participating</li> <li>• Cap at 60 tickets to sell</li> </ul>	

	<p><u>Pumpkin Giveaway</u></p> <ul style="list-style-type: none"> <li>• Same as the past, taking place on Saturday, October 5<sup>th</sup>, 2019</li> <li>• Have additional garbage cans around the tent</li> </ul> <p><u>Taste of Brampton</u></p> <ul style="list-style-type: none"> <li>• October 15-29</li> <li>• Accepting applications until September 6<sup>th</sup>, 2019</li> </ul> <p><u>Holiday</u></p> <ul style="list-style-type: none"> <li>• Look into seeing if there is a Christmas market with the City of Brampton</li> <li>• Creating holiday programming</li> <li>• Look at having businesses doing open houses or in store events for Tree lighting</li> <li>• Changing the word campaign from Sparkle to wish, Jingle, etc.</li> <li>• Window decorating contest taking place November 12-14</li> <li>• Look into doing another Christmas planning meeting</li> </ul>	
<p><b>3.</b></p>	<p><b>Marketing:</b></p> <p><u>Discover Downtown Brampton – Holiday Edition</u></p> <ul style="list-style-type: none"> <li>• Design the holiday edition, editorials for women, men, children,</li> <li>• Have another pull out events calendar, and on the back wish list for them to fill in</li> <li>• Want final copy for print by October 11, 2019, and have it ready to go to print for Thanksgiving weekend</li> <li>• <b>Action:</b> Look at pricing costs for more pages</li> <li>• Do a coupon on the back of the magazine to get \$5 off when you bring in the coupon on the back of the magazine. Put a list showing who will accept the dollars</li> <li>• Create a window decal for businesses who accept downtown dollars</li> <li>• Deliver magazines to different neighbourhoods</li> <li>• <b>Action:</b> Bring it to the board about businesses doing full page ads</li> </ul> <p><u>Social Media Strategies</u></p> <ul style="list-style-type: none"> <li>• Change the perception of downtown Brampton, foodie, great to explore, family friendly,</li> <li>• January to date the biggest driver to DBBIA website is Taste of Brampton website</li> <li>• Monday focus on service businesses, feature a business fun fact</li> <li>• Tuesday will be save the dates</li> <li>• Wednesday will be discover Downtown Brampton</li> <li>• Thursday will focus on weekend round ups, what events are on, sales, restaurants, and shops</li> <li>• Fridays will feature a business downtown , one per week</li> </ul> <p><u>Digital Main Street Update</u></p> <ul style="list-style-type: none"> <li>• New businesses getting more grants</li> </ul>	