

| Meeting: Downtown Brampton BIA Marketing & Events Team October 1, 2019 | | |
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| Date: | Tuesday, October 1, 2019 | Time: 9:00a.m. - 10:30a.m. |
| Location: | 76 Main Street North, Brampton ON, L6V 1N7 | |
| PRESENT MEMBERS: | Adriel Domingue, Irene Ongaro | |
| STAFF: | Suzy Godefroy, Teagan Pecoskie-Schweir, Colleen Cole, Alex Philip | |
| CITY REPRESENTATIVE: | Roberta Canning, Sabrina Chirco | |
| Item: | Notes/Minutes: | Actions: |
| 1. | <p>Upcoming Events:</p> <p><u>Ladies Night Out- debrief</u></p> <ul style="list-style-type: none"> • We had 15 businesses participate in this past September Ladies Night Out • Stores had goodies, need to create a good tip sheet to help businesses create a good experience for each lady who visits • After party change to a restaurant. The best after party was at Astra Medi Spa. Had a table, with some snacks, and show everyone what you bought that night • Create a Valentine’s date night for couples • A man’s night: have special price for food, grooming • Pub night or restaurant walking tour, talk to J. Red & Co about a creating a pub tour. Work with City culinary/ tourism to create events- food tourism strategy – tourism • Event was successful, it sold out. The day of the event, women tried to still buy tickets • Need to have window decals, and have businesses put decorations outside their store, etc balloons at the entrance • Have some crafts and workshops at different stores, split it up. Pre book workshops – need something to take away from <p><u>Taste of Brampton</u></p> <ul style="list-style-type: none"> • 21 restaurants on board with 22 locations • Runs from October 15th-29th • Pushing Taste of Brampton on social media starting today, doing a pre social media contest, and a contest through out the Taste • Mobile signs going up today, spread all over Brampton • Media buys: working with Bramptonist, InBrampton, Little Miss Kate, Winged Whale Media, waiting to hear back from Mr. Social Eats • Change the branding of the Taste, to let consumers know the event is presented by the Downtown Brampton businesses • Talking about the story of the restaurants, there is interesting things to do downtown, and eat • Promoting two weeks before an event is too late, need to start promoting at least two months before the event. Create the buzz on social media, and save the dates • Going to do a press release this week, and a launch event <p><u>Trick or Treating</u></p> | |

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| | <ul style="list-style-type: none"> • Saturday, October 26th 11am-1pm • Dog Parade • ROI – hurts the businesses, find a vendor who can give Candy at a discount to businesses participating • Ready snack Candy store on Derry/ 410 • Action: Looking into getting candy discount <p><u>Ladies Night Out- November</u></p> <ul style="list-style-type: none"> • Did not discuss <p><u>Holiday Planning</u></p> <ul style="list-style-type: none"> • Breakfast with Santa- 2 events • Scavenger hunt • Trying to find an event to do around December 7th weekend- have high schools have students doing carolling come around • Open houses- for businesses during the night of Friday • Carollers- December 7/8- Pop-up Carolling 3 RAP schools, work with Long and McQuade | |
| <p>2.</p> | <p>Marketing:</p> <p><u>Discover Downtown Brampton – Holiday Edition</u></p> <ul style="list-style-type: none"> • Change the way it has been done, gift guide and foodie guide • Gifts for kids, women, men • Corporate gift giving • Foodie guide to drive consumers downtown • 20,000 get printed • 12,000 gets delivered to homes in 1-5km radius, 5,000 to a targeted neighbourhood, and 3,000 for businesses to distribute • L section in Bramalea for targeted neighbourhood • 8 week life span • Looking to have it out last week of October • Action: Reach out to Rose Theatre <p><u>Diwali</u></p> <ul style="list-style-type: none"> • Trying to do something for Diwali, doing a mandela colouring contest via social media • Doing it the same day as Trick or Treating • 2 contests – have older students design a mandela contest, have younger students colouring contest • Idea of having a businesses who celebrates Diwali take over DBBIA social media for the day, see how they celebrate the day • Action: Do a call out to see if any businesses are doing anything for Diwali <p><u>City of Brampton Christmas Market</u></p> <ul style="list-style-type: none"> • City had hired a third party to plan the event • DBBIA members have been giving two spots to be part of the event • Taking place two days during the Winterlights Weekend • Taking place in Garden Square , there are 14 vendors sheds <p><u>Downtown Brampton Lamp Post Banner Creative</u></p> | |

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| | <ul style="list-style-type: none"> • Looking at creating new banners for the Downtown • Looking to set up a meeting to redesign, they are out February/March and they are out for most part of the year • We also have Christmas banners that go up after Remembrance day • Action: Set up a meeting to design creative for new banners, meeting Friday, October 11, 2019 at 9:00-10:30 a.m. | |
| <p>3.</p> | <p>Other: Action: Bring Farmers' Market survey to November meeting. Discuss the idea of activating Queen Street as well</p> | |