

Meeting: Downtown Brampton BIA Marketing & Events Team November 5, 2019		
Date:	Tuesday, November 5, 2019	Time: 9:00 a.m. - 10:30 a.m.
Location:	76 Main Street North, Brampton ON, L6V 1N7	
PRESENT MEMBERS:	Adriel Domingue, Horacio Herrera, Emma O'Malley, Kristina Romasco, Vijay Sagar	
STAFF:	Colleen Cole, Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Roberta Canning, Sabrina Chirco, Greg Peddie,	
Item:	Notes/Minutes:	Actions:
1.	<p>Marketing:</p> <p><u>Taste of Brampton- debrief</u></p> <ul style="list-style-type: none"> • Switched from atasteofbrampton.ca to tasteofbrampton.ca • Campaign drove over 8,000 sessions to the website • Grew Instagram following by 15% • Videos were very successful, started late in the campaign • Brampton Guardian did an interactive piece, which was free • The average time on the Taste of Brampton website guests spent was around 4.5 minutes • Brought new customers in, increased the audience • 8 videos promoted through out the Taste of Brampton • Need to get print material, and videos out earlier to market the event • Businesses not food related were doing promotions to boost Taste of Brampton • Push out promotion, and get businesses to sign up earlier, promote the Taste of Brampton in summer for fall, and right after fall for winter • Promote more lunch ideas for Taste of Brampton, give some guidance and feedback on menus to restaurants • Action: Set a wrap up meeting to review Taste of Brampton, and start planning for winter 2020 <p><u>Holiday Campaign November – December 31, 2019</u></p> <ul style="list-style-type: none"> • Position downtown Brampton as a must see, must eat here • Good at communicating with moms, and families • Need to get a younger demographic • Need to shift the perception that Downtown Brampton is a destination to shop for holidays • Share campaign – Magic, Love, Joy • Discover Downtown Brampton magazine is designed as a gift guide • Contest in the past has been online, this year consumers have to vote for your favourite window display from window decorating contest. Objective is to see people downtown and shopping • Magazine has gone to print, and have it delivered and in homes end of next week • Window decal participant for window decorating contest • Push out messaging need a magazine to enter to win contest, magazines will be in all downtown businesses. 	S.Godefroy & T.Pecoskie-Schweir

	<ul style="list-style-type: none"> • Students from Judith Nyman will be delivering the magazines to the businesses • Action: Reach out to the City for letters on the fountain • Get the magazine out to more Rec centres • Being delivered to H and L section in Brampton, as well as 1-5km radius of homes in the downtown 17,000 copies being delivered • Creating social media calendar built around the Share campaign • Posters/ post cards designed similar to the back of the magazine, reflecting our events to businesses • Mobile signs promoting carriages, and events • Holiday Shopping week December 2-8 – looking at getting businesses to stay open later • Action: Need something happening Monday and Tuesday night to draw people downtown through out Holiday Shopping Week • Holiday Taste Tour, have it set for Dec 5, similar to Ladies Night out, involving restaurants, get a sticker every time you visit a restaurant, get a sample cocktail, mocktail, appetizer. Partnering with driver seat Brampton to make sure no one is drinking and driving • Action: get post cards out by end of this week for businesses, as well as parking garage posters installed <p><u>My Downtown Brampton Campaign</u></p> <ul style="list-style-type: none"> • Video campaign, to emotionally reach out to people in Brampton • Change the perception of Downtown Brampton, show them all the amazing things happening in the downtown • Millennials want Instagram moments • Talk to people who frequently visit the downtown, see what they love about the downtown, so many hidden gems downtown • Create some of own videos, about “My Downtown Brampton” campaign will run into next year • Post it online and hashtag #MyDowntownBrampton • Need to create unique photos, and experiences, add it to Garden Square screen, look into adding it to the LED sign in Gage Park, have a nice decal for businesses to promote “My Downtown Brampton” • Work with some influencers, and do monthly give away for participating in the campaign 	<p>C.Cole</p> <p>T.Pecoskie-Schweir & C.Cole</p> <p>C.Cole</p>
<p>2.</p>	<p>Events:</p> <p><u>Trick or Treat in Downtown Brampton review</u></p> <ul style="list-style-type: none"> • Event went well overall, had great weather and had on average 600-800 kids visit businesses downtown • Had No Frills from 345 Main Street North, Brampton donated candy to businesses to help with costs <p><u>Holiday Events Calendar</u></p> <ul style="list-style-type: none"> • Putting a call out to businesses to be the start location for the Holiday Ladies Night Out 	

	<ul style="list-style-type: none"> • Holiday Shop Week post offers on the website • Get businesses to stay open late Thursday- Friday • Promote advertisement on GO buses/ trains announcements, poster • Action: Reach out to transit for more ways to get home after Holiday Taste Tour <p><u>2020 Events Calendar</u></p> <ul style="list-style-type: none"> • Did not discuss <p><u>Other</u></p> <ul style="list-style-type: none"> • Judith Nyman Secondary School staff has reached out to see if the businesses can help donate items for families • Christmas market happening in Garden Square Friday and Saturday of Winter Lights Festival • List of vendors, carnival games on the City of Brampton website 	<p>T.Pecoskie-Schweir</p>
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