

Meeting: Downtown Brampton BIA Marketing & Events Team December 3, 2019			
<b>Date:</b>	Tuesday, December 3, 2019	<b>Time:</b>	9:00 a.m. - 10:30 a.m.
<b>Location:</b>	76 Main Street North, Brampton ON, L6V 1N7		
<b>PRESENT MEMBERS:</b>	Grettel Comas, Kristina Romasco		
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir, Colleen Cole		
<b>CITY REPRESENTATIVE:</b>	Roberta Canning, Sabrina Chirco, Greg Peddie		
Item:	Notes/Minutes:	Actions:	
<b>1.</b>	<p><b>Upcoming Events:</b> <u>Recap on Winter Lights Weekend, Christmas Market &amp; Ladies Night Out</u></p> <ul style="list-style-type: none"> <li>• Mixed reactions with the Christmas Market, businesses found it was marketed too late</li> <li>• Organizers kept changing the start time on the vendors</li> <li>• The City of Brampton will be sending out an RFP for organizing next years Christmas Market. Looking to make it primary event for next years Tree Lighting</li> <li>• Ladies Night Out went well, businesses were happy with the turn out</li> <li>• Would like to see Ladies Night Out marketed earlier, that way businesses can promote it</li> </ul>		
<b>2.</b>	<p><b>Q1 - 2020 Events:</b> <u>Valentines Day &amp; National Flag Day</u></p> <ul style="list-style-type: none"> <li>• Carriage rides are booked for Valentines day from 6:00-10:00 pm</li> </ul> <p>National Flag day:</p> <ul style="list-style-type: none"> <li>• Last year DBBIA had the businesses decorate their windows for Valentines and Flag day window decorating contest, as well as a social media marketing campaign for the public</li> <li>• Businesses did not like the concept of both Valentine’s Day and National Flag day window decorating</li> <li>• The DBBIA Will support in any way idea but not planning any events for National Flag Day</li> </ul> <p><u>Taste of Brampton</u></p> <ul style="list-style-type: none"> <li>• Looking to kick off the marketing campaign for Taste of Brampton a month prior to the event</li> <li>• Looking to launch the event later on in the week, Taste of Brampton will launch from February 27- March 14 giving businesses over 2 weeks for the event</li> <li>• <b>Action:</b> Schedule a strategy meeting next week</li> </ul> <p><u>Easter Egg Hug</u></p> <ul style="list-style-type: none"> <li>• Easter Egg Hunt on Saturday, April 11, 2019 from 11:00 am- 1:00 pm</li> <li>• Choreograph the band and flower dancing parade, look at creating a new route around Daily Times Square</li> <li>• Partner with Boys and Girls Club</li> <li>• Looking to have Daily Times Square to host the Kids Zone</li> </ul>	T. Pecoskie-Schweir	

