

Meeting: Downtown Brampton BIA Marketing & Events Team January 22, 2020		
Date:	Wednesday, January 22, 2020	Time: 9:00 a.m. - 10:30 a.m.
Location:	2 Wellington Street West, Brampton ON, L6Y 4R2 room CH-2E	
PRESENT MEMBERS:	Grettel Comas, Emma O'Malley, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Roberta Canning, Sabrina Chirco, Daniel Francavilla, Samantha Wilson	
Item:	Notes/Minutes:	Actions:
1.	<p>Holiday 2019 Events and Marketing Recap :</p> <ul style="list-style-type: none"> • Ladies Night Out, Taste Tour, Horse and Carriage rides, free wagon rides, Breakfast with Santa, Holiday Shop Week, Scavenger Hunt were all the events done by the DBBIA for the holiday's • Feedback from these events was that DBBIA needs more preparation and plan earlier • Holiday Shop Week should be Thursday- Sunday • Printed 20,000 copies for the holiday Discover Downtown Brampton magazine. 3,000 for the downtown businesses to distribute and 17,000 in L section, and the homes in a 1-5 km to downtown Brampton • Had a ballot in the magazine that brought consumers into stores downtown Brampton to enter to win a gift certificate, need to find a better way to promote this contest • Had A.Philip deliver magazines to over ten different Starbucks across Brampton, and select rec centres • Action: Look into having mail room deliver bundles of magazines to get distributed to the rec centres near downtown Brampton • Action: Look into marketing with the Brampton Hospitals, need to get a contact 	<p>T. Pecoskie-Schweir</p> <p>A.Philip</p>
2.	<p>2020 Events Update: January – April 2020 :</p> <ul style="list-style-type: none"> • Valentine's Day there will be the horse and carriage rides running from 6:00- 10:00 p.m. • Taste of Brampton kicks off February 27- March 14 with 21 restaurants and 22 locations • Marketing and social media campaigns with Mr. Social Eats, Little Miss Kate, Bramptonist and Mobile signs booked • Easter Egg Hunt taking place on Saturday, April 11, 2020 from 11:00 a.m.- 1:00 p.m. 	
3.	<p>#My Downtown Brampton Campaign:</p> <p><u>Downtown Street Banners</u></p> <ul style="list-style-type: none"> • Incorporate the #MyDowntownBrampton logo onto the banners <p><u>Videos</u></p> <ul style="list-style-type: none"> • There is still a media buy for a 30 second video, that can be used for #MyDowntownBrampton to start off the campaign • Promo video looking to launch spring 2020 to promote DBBIA events throughout the year 	

	<ul style="list-style-type: none"> • Action: Look into doing radio ads, and partnerships with Rose <u>Blog</u> • A blog on our website where local residents, business owners write about why they love downtown Brampton • Action: Look at putting a feature/ or article in the magazine about #MyDowntownBrampton 	S.Godefroy S.Godefroy & A.Philip
4.	<p>Discover Downtown- Spring 2020 Edition:</p> <ul style="list-style-type: none"> • Opportunity to get the magazine into Toronto Pearson International Airport • Currently print 20,000 copies, looking into printing 50,000 copies • Quote for 50,000 copies between \$13,000-15,000.00 to print • Spring magazine will be a tourism piece for the whole year • Increasing the advertisement cost, as increasing the reach of the magazine. Looking to go to print between February 7-10 • Deadline for advertisement is Friday, January 24, 2020, and content is by next Friday, • Looking to have magazines ready for the week of February 17th 	
5.	<p>2019 Farmers' Market Survey Recap:</p> <ul style="list-style-type: none"> • Surveyed 20 businesses who were on Main Street, it was about equally positive and negative about the Farmer's Market for the businesses 	
6.	<p>2020 Sponsorship:</p> <ul style="list-style-type: none"> • Deadline for sponsorship is Friday, January 31, 2020 	
7.	<p>Other- City of Brampton Updates from D.Francavilla & S.Chirco</p> <ul style="list-style-type: none"> • 2040 Speaker Series happening every Wednesday from January 22-February 12 at the Rose Theatre • Demolition happening now, as soon as demolishing is done they will be putting the hoarding up • Town Hall Brampton U is taking place on January 28, 2020 from 7:00-9:00 p.m. update the City on what the City of Brampton is working on for BramptonU • Action: send over content and materials about events to Councillors to allocate space in their newsletters • Cyber security catalyst Accelerator space has 5 businesses working within it • City of Brampton and Ryerson University sign milestone agreement on Innovation Zone • RIC (Research, Innovation, Commercial growth) centre looking to get a lease in downtown Brampton • Secured a vendor for lights installation in Garden Square, work needs to be done by end of March giving them 5 weeks to install • Summer events going out in February to council for Garden square, festivals, PITL, PAMA 	A.Philip