

Meeting: Downtown Brampton BIA Marketing & Events Team February 5, 2020		
Date:	Wednesday, February 5, 2020	Time: 9:00 a.m. - 10:30 a.m.
Location:	2 Wellington Street West, Brampton ON, L6Y 4R2 room CH-3C	
PRESENT MEMBERS:	Grettel Comas, Jason Palmer, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Roberta Canning, Daniel Francavilla, Samantha Wilson	
Item:	Notes/Minutes:	Actions:
1.	<p>2020 Events Update:</p> <p><u>Easter Egg Hunt</u></p> <ul style="list-style-type: none"> • Saturday, April 11, 2020 from 11:00 a.m. - 1:00 p.m. • Have a Kids Zone in Daily Times Square, and bag decorating station in Vivian Lane • Cancel the Dancing Flower Parade, as it does nothing for the businesses, and does not draw anyone in • For a promotion do a post card for the Easter Egg Hunt and save the date's for the summer events • Have post cards delivered to stores a few weeks in advance to promote events ex. Farmers' market, Garden Square, Rose, BIA, City events, festivals for the summer 	
2.	<p>#My Downtown Brampton Campaign:</p> <p><u>Logo</u></p> <ul style="list-style-type: none"> • Updated the My Downtown Brampton logo, have a horizontal and vertical logo <p><u>Shopping bags</u></p> <ul style="list-style-type: none"> • Going with the My Downtown Brampton logo for shopping bags • Look at different colours for bags, if supplier has any <p><u>Discover Downtown Brampton BIA</u></p> <ul style="list-style-type: none"> • Looking to get a short statement(1-2 sentences) from business owners to promote why they love Downtown Brampton <p><u>BIA Street Banners</u></p> <ul style="list-style-type: none"> • New banners are in design with the City of Brampton • Waiting to get a proof from City of Brampton designer <p><u>Website</u></p> <ul style="list-style-type: none"> • Looking to incorporate a blog about My Downtown Brampton, and have consumers/business owners submit it to the website • Could be 100-200 words of real stories <p><u>Videos- Bramptonist/ Winged Whale</u></p> <ul style="list-style-type: none"> • Still in progress with a My Downtown Brampton 30 second videos for intro, talk to business owners, residents, and City staff • No set date for launch yet • Covered major events from spring to winter for DBBIA events putting the raw footage into a promotional video to promote the downtown 	

	<ul style="list-style-type: none"> • Look at launching the video at hospitals, Garden Square, Condos, have a different call to action for where the video is being played <p><u>Social Media</u></p> <ul style="list-style-type: none"> • Bring back a campaign similar to Get to know the shop owners, focusing on My Downtown Brampton shop owners, residents, and landlords etc. 	
<p>3.</p>	<p>Discover Downtown- Spring 2020 Edition:</p> <p><u>Overview</u></p> <ul style="list-style-type: none"> • No proof, still in the works • Looking to go to print by this Friday to have them on time for the launch of The Scented L'air smelling colours exhibit in the airport by the week of February 17 <p><u>Print Run & Distribution</u></p> <ul style="list-style-type: none"> • Keep 3,000 for the businesses to distribute • Going to ship 6,000 editions to the Scented L'air, can give up to a maximum of 15,000 copies • Print 21,000 to start and print more as we go • 12,000 will get distribute to homes within a 1-5 km radius of the downtown • Revisit how the distribution going by March and then reprint more if we need it • Magazine shelf life is the whole year, as it focuses on Downtown Brampton tourism • Contesting for holiday Discover Downtown Brampton 2019 had about 120 entries over a 6 week campaign, it was not on social media • Consumers had to cut out the ballot, found businesses were trying to get consumers to cut out the ballot from the magazine in their store to vote for their window • Post a photo of yourself in downtown Brampton to social media- double entry for a video with #MydowntownBrampton , a winner will be announced from March to June, where consumers can win a mystery prize valued at \$75.00 	
<p>4.</p>	<p>2020 Sponsorship Meeting:</p> <ul style="list-style-type: none"> • Set up a meeting to review the sponsorship proposals to review this Friday, February 7, 2020 9:00 a.m. • Review the proposals submitted, there was 14 proposals have been received 	
<p>5.</p>	<p>Market Research:</p> <ul style="list-style-type: none"> • Still summarizing the contesting from the holidays, reporting back on how those have worked • Just waiting to get back marketing proposals from C.Cole from over the holidays and sending out merchant survey results out next week 	