

Meeting: Downtown Brampton BIA Marketing & Events Team March 4, 2020		
Date:	Wednesday, March 4, 2020	Time: 9:00 a.m. - 10:30 a.m.
Location:	2 Wellington Street West, Brampton ON, L6Y 4R2 room CH-2E	
PRESENT MEMBERS:	Adriel Domingue, Peeyush Gupta, Emma O'Malley, Jason Palmer, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Roberta Caning, 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"> Easter Egg Hunt taking place on Saturday, April 11, 2020 from 11:00a.m.-1:00p.m. Looking to get more businesses to participate <p><u>Ladies Night Out</u></p> <ul style="list-style-type: none"> Ladies Night Out is taking place on Wednesday, May 6, 2020 from 5:00-9:00 p.m. Creative design is in progress with DBBIA designer Sending out applications to businesses end of this week <p><u>PITL Programming</u></p> <ul style="list-style-type: none"> Taking place on Friday July 17 and August 21 Look at activating Vivian Lane to have activations on Main Street, asked to look at putting a bouncy castle in there Garden Square will have East Coast Kitchen Party, and Stomp N Stampede Looking at doing a road closure on Main Street North Action: Set up a meeting with Festival and Events to review road closure for the week of March 23rd Look at activating roads with food trucks, if there is a road closure Activate Queen Street with potential food truck in the TD parking lot 	T.Pecoskie-Schweir & S.Godefroy
2.	<p>#My Downtown Brampton Campaign:</p> <p><u>Discover Downtown Culture & Events Guide 2020</u></p> <ul style="list-style-type: none"> Thank you to all the support from the City of Brampton, for helping produce the magazine so quickly Printed 21,000 copies with 12,000 going to homes in a 1-5 km radius of the downtown, 3,000 to the businesses, and 6,000 for the Scented L'air Toronto Pearson International Airport exhibit Judith Nyman students delivering magazines to the businesses today Deliveries to Starbucks and Recreation Centres around Brampton have been delivered by A.Philip Touching base with The Scented L'air, later this month to see if more magazines needed to be printed Action: Look at delivering magazines to Mississauga and Queen Street area, it has become more developed with new businesses and homes 	A.Philip

	<p><u>MyDowntownBrampton Contest</u></p> <ul style="list-style-type: none"> The DBBIA is doing a contest in the magazine , where you can take a photo in downtown Brampton and tell us what you love about MyDowntownwBrampton and be entered to win a gift certificate <p><u>Shopping Bags</u></p> <ul style="list-style-type: none"> My Downtown Brampton shopping bags just finished printing and should be in the office by the end of the week <p><u>BIA Street Banners</u></p> <ul style="list-style-type: none"> DBBIA is talking to J.Cowie from the City of Brampton with edits for the banners <p><u>Website</u></p> <ul style="list-style-type: none"> Working on getting a header and footer for the website, to include the new MyDowntownBrampton campaign <p><u>Videos- Bramptonist/ Winged Whale</u></p> <ul style="list-style-type: none"> Draft of the new promotional video from Winged Whale Media Talked about added footage of restaurants from the fall 2019 Taste of Brampton into the promotional video Add socials or website at the end of the video Look at doing a condense video into a minute Take out interviews in the video to help condense the video 	
<p>3.</p>	<p>Downtown Brampton BIA Sponsorship 2020:</p> <ul style="list-style-type: none"> Received 13 proposals, and interested in sponsoring 11 Carabram- \$500.00 Brampton Santa Claus Parade- \$1,500.00 FOLD- \$2,500.00 Beaux Arts Brampton - \$1,500.00 Vibrant Brampton \$1,500.00 CMHC- Canadian Multicultural Heritage Council – Sufi & folk sounds concert \$500.00 PAMA – Live Art Competition- \$1,000.00 RIB N Roll \$500.00 World of Jazz Festival \$3,000.00 Flower City Bhangra \$1,000.00 Thursday Night Concert Series- \$1,500.00 DBBIA budget to allocate is \$15,000.00 Reached out to most of the organizations with regards to proposed amount to sponsor there events In the past have sponsored most of these events, there is one new proposal by CMHC Sufi Folk Concert The DBBIA also does in-kind for these sponsorships on top of the money allocated to them. The additional In-kind which is approximately valued at \$5000.00 can include ads in the Discover Downtown Brampton magazine, parking garage posters, pushing out digital ads for organic advertising, promoting events in DBBIA consumer e-news 	

4.	<p>Discover Downtown Brampton Summer 2020 Edition:</p> <ul style="list-style-type: none"> • Looking to have the Summer magazine out for the DBBIA AGM • Focus on a summer calendar, and then have a fall issue with professional services come out around August • Action: Look at quotes for smaller issue • Holiday edition focuses on retail, which comes out in November 	S.Godefroy
5.	<p>Market Research: <u><i>Taste of Brampton & Holiday 2019</i></u></p> <ul style="list-style-type: none"> • Action: Send email with the Holiday and Taste of Brampton marketing campaigns from 2019 	T.Pecoskie-Schweir
6.	<p>Other:</p> <ul style="list-style-type: none"> • Working with Algoma marketing students on a marketing campaign for Party in the Lanes • Next presentation will be on Wednesday, March 25th to evaluate proposals, and then on Wednesday, April 1st will announce the winning team • Action: Send out reminder for those dates to Marketing & Communications meetings 	S.Godefroy