

Meeting: Downtown Brampton BIA Marketing & Events Team April 1, 2020		
Date:	Wednesday, April 1, 2020	Time: 9:30 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Scott Goodison, Horacio Herrera, Syed Hossain, Emma O'Malley, Jason Palmer, Kat Pechmann, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Roberta Canning, Sabrina Chirco, Greg Peddie	
Item:	Notes/Minutes:	Actions:
1.	<p>General Discussion on COVID-19:</p> <ul style="list-style-type: none"> Some businesses have reported issues with applying for BDC funding as they must have minimum \$50,000.00 on payroll to qualify Business interruption insurance, insurance agents keep reporting claims a lot are not covered as it covers if you have a fire and need help paying expenses like rent or loss of income Action: The DBBIA is looking into hosting how to survive covid-19 workshops – workshops like how to deal with stress, how to apply for E.I from employment lawyers Some landlords have made different arrangements with their tenants The City is deferring taxes for 5 months until August 19, 2020. Some landlords have worked out deferrals of rent for two months and then payment back over six months or giving the merchant a discount COVID-19 Tip: One of the businesses suggested limiting your amount of COVID-19 information every day to help decrease your stress as stress decreases your immune system Vitamin C helps increase your immune system make sure to take with food, black seed oil is natural herbal medicine that helps with everything Cashing property taxes cheques businesses who have sent postdated cheques make sure to call in to cancel Action: Get information on who to call to cancel postdated property tax cheques before April 22nd Mayor Brown has set up an economic task force that meets with the BIA, and BBOT weekly, currently talking about recovery plan for when things get better be ready to be rolled out Action: Bring back recovery plan to roll out, for when businesses open again Look at creating a sale, or party to host once stores are able to open, depending on timing Party in the Lanes can be that big party Create different plans to have something ready for all the re-openings The hoarding images went up on George and Nelson Street, use these images to take a different spin of what the future of 	<p>S.Godefroy</p> <p>S.Chirco</p> <p>S.Godefroy</p>

	<p>downtown Brampton will look like down the road featuring the Innovation Alley</p> <ul style="list-style-type: none"> • There have been some recommendations that have been made for the Farmers' Market coming from the tourism team • Events from the City of Brampton are to plan, as they are not sure what can be done at this time, recommendations with Peel Health and partners need to be approved by SLT and then circulate to Councillors before anything goes forward, everything is being lead by Peel Health at this time • Ladies Night Out was scheduled for May 6th looking at rescheduling or having the event virtually • Was suggested to do a virtual shop week, where businesses can do videos to promote themselves, purchase gifts, engage customers • This way it includes all businesses, and not just geared towards one market • Action: Look at a creating a virtual live market/ sidewalk sale featuring different vendors through out the week • Other BIA's have done window decorating to make the store look more positive during COVID-19 , using chalk to write positive messages on the sidewalks 	<p>T.Pecoskie-Schweir</p>
<p>2.</p>	<p>Internal Communications: <u>Member e-News</u></p> <ul style="list-style-type: none"> • Sending out e-news as needed (every day or every other day) to membership with regards to resources for businesses • Posting all resources and emails onto Downtownbramptonbia.ca/Covid-19/ page <p><u>Virtual Coffee Talks</u></p> <ul style="list-style-type: none"> • Starting this Friday at 9:30 a.m. will be hosting a Zoom virtual Coffee Talk with the businesses every Friday until further notice • There will be an open agenda • K. Romsaco- Chair, P.Gupta- Vice Chair, and S.Godefroy- Executive Director will be leading the conversation 	
<p>3.</p>	<p>External Communications: <u>Consumer e-News</u></p> <ul style="list-style-type: none"> • Sending out emails to consumers to support businesses during this time <p><u>Social Media</u></p> <ul style="list-style-type: none"> • Posting daily messages from businesses • Helpful tips to keep consumers motivated 	
<p>4.</p>	<p>MyDowntownBrampton --- Stronger Together: <u>Hearts</u></p> <ul style="list-style-type: none"> • Stronger Together campaign is a way to increase the positivity in downtown Brampton during COVID-19 • Reached out to over seventy store front businesses to see if they are interested in putting the MyDowntownBrampton Stronger Together Heart in there store front window 	

	<ul style="list-style-type: none"> • Action: Send the Stronger Together heart to Garden Square to include on the screen • Should have all the hearts by the end of this week, and an email will go out to the businesses on how to pick up and apply <p><u>Media Release</u></p> <ul style="list-style-type: none"> • Going out today on Good Vibes from Downtown Brampton and Stronger Together Campaign • Will be launching the Good Vibes Video following media release 	T.Pecoskie-Schweir
5.	<p>Good Vibes from the Downtown Brampton business community - video series:</p> <ul style="list-style-type: none"> • Good Vibes videos launching today • Received three videos so far from: Eastwood Psychologists, the Scented Lair, and Wiesner Insurance • Videos are a way to help meet the faces behind the business, be a fun, and quirky way to offer tips, or showcase a business • The videos are to be no longer than a minute • If you are interested in sending a video to be featured, please send to Alex at alex.philip@brampton.ca 	
6.	<p>Member Marketing Workshops- OBIAA:</p> <ul style="list-style-type: none"> • Digital Main Street is offering free digital workshops to take advantage of during COVID-19 they are available from the DBBIA COVID-19 webpage 	
7.	<p>Other:</p> <ul style="list-style-type: none"> • The Rose Theatre’s Volunteer appreciation is April 19th, they wanted to give volunteers a thank you, and help support local downtown Brampton businesses, looking at creating Downtown Dollars program • Action: Send out a call out to the business community to see who would like to be part of this program and have a page on the website • The DBBIA will be printing own our downtown dollars, and numbering them to make sure everyone on board knows how to accept these dollars • To redeem the dollars, it would be similar to Ladies Night Out, businesses will fill out a form through BIA office, and can come two times a month to redeem the dollars, and have a cheque issued to reimburse them • Start with the dollars for the Rose Theatre, then launch generic dollars that businesses or consumers can purchase • S.Godefroy talked to Tracy Pepe from The Scented L’air about doing informative tutorials and with businesses, could take over the BIA Instagram and go live 	T.Pecoskie-Schweir