

Meeting: Downtown Brampton BIA Marketing & Events Team April 29, 2020		
Date:	Wednesday, April 29, 2020	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Grettel Comas, Peeyush Gupta, Emma O'Malley, Irene Ongaro, Jason Palmer, Megan Parlowe, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Roberta Canning	
Item:	Notes/Minutes:	Actions:
1.	<p>DBBIA Events Update:</p> <p><u>Downtown Brampton Virtual Spring Sidewalk Sale</u></p> <ul style="list-style-type: none"> • During the week of May 4th -9th the DBBIA will be having the Virtual Spring Sidewalk Sale • The DBBIA will be promoting this event through Instagram, Virtual Sidewalk website, Facebook contest, working with InBrampton and Little Miss Kate • InBrampton is doing a \$75 downtown dollars contest as a incentive to have consumers shop the sale • InBrampton will be doing 10 different Instagram stories, and want organic photos of the businesses sales • Doing a buy with Little Miss Kate, who will be doing a social media campaign and re-shares of businesses products, and sponsored ads • S.Godefroy & A.Philip have a meeting with the Brampton Guardian, hoping to do an ad or feature with them • The DBBIA has hired Stephanie Wilding who is doing Google Ads to promote the Virtual Sidewalk sale • DBBIA Communication tactics will consist of sending emails out through the consumer e-news and member e-news to promote the event • A.Philip will be putting out a Media Release later this week <p><u>Mother's Day Weekend</u></p> <ul style="list-style-type: none"> • Sidewalk sale leading up to Mother's Day, many business are already very busy that weekend, • Promoting businesses on social media, and doing a call out to businesses for any specials or deals they are offering <p><u>Party in the Lanes- July & August</u></p> <ul style="list-style-type: none"> • Make a recommendation to the board to cancel July and August PITL events. Don't want to waste resources on planning something that may or may not happen • A lot of organizations are looking at doing events in 2021 • A lot of people will be uncomfortable to go to events with large public gatherings • If Virtual event goes well next week, focus on digital aspect for the rest of the year 	

	<ul style="list-style-type: none"> • A suggestions was made to work on the downtown art and mural project, this project would go towards beatification in the downtown • Recommendation to put funds from Party in the Lanes towards the mural project • \$30,000.00 of budget goes towards Party in the Lanes, and some can go to another Virtual Market in the summer time, and the mural and art initiatives • Look at creating a marketing rebate program from some of the Party in the Lanes funds • Bring back to board about reallocating money towards rebate programs 	
<p>2.</p>	<p>Marketing Initiatives: <u>Marketing Plan for Virtual Spring Sidewalk Sale</u></p> <ul style="list-style-type: none"> • Action: Send out a PDF flyer for the Virtual Sidewalk Sale for businesses to print themselves if they want one • DBBIA has done marketing buys with InBrampton and Little Miss Kate to promote the event <p>Downtown Brampton Recovery Marketing strategy: <u>Downtown Brampton Virtual Marketplace</u></p> <ul style="list-style-type: none"> • Had a Economic Recovery Plan meeting last week, and discussed having a virtual marketplace similar to other BIA's • Downtown Belleville has set up a virtual marketplace e-commerce through Shopify • Had a meeting with Razor Creative about how to help businesses who are not digitally savvy and are struggling. • Coffee Talk lined up a marketing talk this Friday, May 1st with Winged Whale Media and Razor Creative 	<p>T.Pecoskie-Schweir</p>
<p>3.</p>	<p>Updates on 2020 Downtown Events (supported by the DBBIA):</p> <ol style="list-style-type: none"> 1. <i>FOLD – Virtual Event</i> <ul style="list-style-type: none"> • DBBIA is pushing out there promotional material • They are having free workshops • Looking at doing a smaller sponsorship compared to doing the full amount as there event has changed to virtually 2. <i>Beaux Arts Brampton</i> <ul style="list-style-type: none"> • Have some virtual exhibits 3. <i>Rib N Roll</i> <ul style="list-style-type: none"> • Has been cancelled 4. <i>Brampton Famers' Market</i> <ul style="list-style-type: none"> • Waiting to hear back from the City of Brampton still 5. <i>Thursday Night Concert Series</i> <ul style="list-style-type: none"> • D.Harmsworth not made any changes yet, waiting to hear back from the City of Brampton 6. <i>Vibrant Brampton</i> <ul style="list-style-type: none"> • Have not heard anything from them yet 	

	<p>7. <i>Live Art Competition</i></p> <ul style="list-style-type: none"> • Have not heard anything yet <p>8. <i>Jazz Festival</i></p> <ul style="list-style-type: none"> • Have had discussions, but no decision yet <ul style="list-style-type: none"> ▪ Should still be giving something to the events we had agreed to sponsor ▪ If the event is cancelled then shouldn't have to pay anything for sponsorship ▪ Action: Send a letter to all our partners to see if they are still proceeding with event, postponed, let them know that the DBBIA is still here to support them 	S.Godefroy
4.	<p>Other:</p> <ul style="list-style-type: none"> • Experience Brampton - every Tuesday & Thursday afternoon have Culture Calls Instagram Live at 12 noon • This is Brampton that happened in Garden Square is now happening Tuesday/ Thursday nights at 7:00 pm • Action: Follow up with what's happening with DBBIA Banners, and hanging baskets, and flower boxes 	S.Godefroy