

Meeting: Downtown Brampton BIA Marketing & Events Team June 3, 2020		
Date:	Wednesday, June 3, 2020	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Svitlana Blesko, Grettel Comas, Sabena Coulter, Emma O'Malley, Jason Palmer, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Roberta Canning, Greg Peddie	
Item:	Notes/Minutes:	Actions:
1.	<p>Marketing Update:</p> <p><u>Downtown Brampton BIA Street Banners</u></p> <ul style="list-style-type: none"> Reached out to Razor Creative and Deyzenne Studio Inc two local design businesses in Downtown Brampton They created new banner designs for the downtown Looking at designs that feature a lot of colour, with DBBIA key words Action: Send out survey on banner designs to Board of Directors, and Marketing & Events Team committee Send a deadline for the end of the week to get responses for survey Action: Send out survey in WhatsApp group <p><u>Downtown Brampton Virtual Marketplace</u></p> <ul style="list-style-type: none"> There has been talk about doing a virtual marketplace, where BIA businesses can offer their products online Shopify has a multi-vendor component, where multiple vendors on a website can sell items The DBBIA have reached out to get quotes, and figure out the logistics and costs to maintain the upkeep of the website The DBBIA has reached out to our website coordinators to see if it is possible to create a marketplace, waiting to hear back from the coordinators Staff recommendation is to fix up the downtown Brampton website, to promote all the different businesses in downtown Brampton, without having to do use all the manpower to focus on a new marketplace ShopHERE has just been launched, where designers can help create a website for businesses to sell their products/services <p><u>Downtown Brampton Stronger Together: IG Live/ Good Vibes Series/ Consumer E-news</u></p> <ul style="list-style-type: none"> The DBBIA has launched Good Vibes video series on Instagram TV about what business owners love about downtown Brampton There are currently eleven videos uploaded on DBBIA Instagram TV Action: Do more giveaways of downtown dollars to support local businesses as it engages consumers on Instagram Action: Get more downtown dollars printed There was a meeting with the City of Brampton on how the BIA could sell the dollars to the public 	<p>A.Philip</p> <p>A.Philip</p> <p>A.Philip</p> <p>T.Pecoskie-Schweir</p>

2.	<p>Event Update: <u>Virtual Sidewalk Sale</u></p> <ul style="list-style-type: none"> • Virtual Spring Sidewalk Sale went well in May, 2020 • Overall businesses enjoyed the event, and want to participate in more virtual events • Look at doing a kick off summer Virtual event for Father’s Day, and Graduates, etc. • Host a Virtual Summer Sidewalk Sale the week of June 15-20, 2020 <p><u>Virtual PITL Promotions:</u></p> <ul style="list-style-type: none"> • The City of Brampton is hosting a Pride week with Region of Peel next week • The City of Brampton is also hosting there East Coast Kitchen Party event on July 18, 2020 and Stomp and Stampede in August • The City will also be hosting a virtual National Indigenous Peoples day event on June 21, 2020 • The DBBIA is planning on hosting a Virtual Party in the Lanes event the night of July 24, 2020 • From July 20-25, 2020 have a virtual promotion sale to promote food, retail, and entertainment for the night of the July 24, 2020 • Action: Do a call out for businesses to participate in Virtual Party in the Lanes either entertainment or promotion • Look at having a post card mailed out that promotes virtual events in the downtown with the Rose Theatre, City of Brampton, DBBIA 	T.Pecoskie-Schweir
3.	<p>Marketing Reports: <u>Taste of Brampton- Winter 2020 Report</u></p> <ul style="list-style-type: none"> • Winter 2020 Taste of Brampton did a similar media buy from Fall 2019 Taste of Brampton • Taste of Brampton currently only has an Instagram account, through out the Taste of Brampton there was a increase by 400 followers • The DBBIA had Media buys, with InBrampton, Bramptonist, Mr. Social Eats, Little Miss Kate, and Marketing Adventurista who worked on Google Ads • Total exposure for Taste of Brampton was around five million with the total cost of around \$6,000.00 COVID-19 closures affected the ending of the Taste of Brampton sales • Action: Put together a year over year comparison, and budget analysis of the previous Taste of Brampton’s <p><u>Social Media Reports: March- May, 2020</u></p> <ul style="list-style-type: none"> • SEO breaks down where we stand when individuals Google certain key words for Downtown Brampton • Paid search had an increase of searches from the Virtual Spring Sidewalk Sale • There was an increase of organic searches from InBrampton promoting the Virtual Spring Sidewalk Sale • Organic posts always have the best results with consumers 	A.Philip

	<p><u><i>DBBIA E-news Marketing Reports - Consumer & DBBIA Membership</i></u></p> <ul style="list-style-type: none"> • Membership e-news has improved over the years • Since COVID-19 increase open rate of membership e-news • Average open rate of membership e-news is 38%, which is an increase compared to past years 	
<p>4.</p>	<p>Other:</p> <ul style="list-style-type: none"> • Need to discussing branding and which logo's to use either corporate of campaign logos for marketing material • Action: Set up a meeting to discuss branding, and logo 	<p>S.Godefroy</p>