

Meeting: Downtown Brampton BIA Marketing & Events Team June 3, 2020		
Date:	Tuesday, June 30, 2020	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Grettel Comas, Emma O' Malley, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Laura Lukasik	
Item:	Notes/Minutes:	Actions:
1.	<p><u><i>Brampton Farmers' Market Recap - Queen & Main St Closure</i></u></p> <ul style="list-style-type: none"> • The City of Brampton has received good feedback from customers at the Farmers' Market • The turn around at the Brampton Farmers' Market went quickly • It was very organized, and less clutter with the layout • Public Health inspectors were at the market, and the City is waiting to receive the report back from them • The store fronts of businesses were showcased, the City did a good job promoting the downtown businesses and market vendors • Idea to have some music playing throughout the market, through the Garden Square screen • Have the Farmers' Market Coordinators give access passes to business owners, who need to cross the street through out the day, to make it easier than going all the way around • Majority of individuals enjoyed the market with the new approach this year, especially with COVID-19 and following health guidelines • The City of Brampton is looking at doing a senior hour from 8:00-9:00 a.m. similar to what grocery stores have done • Action: Find out what the City of Brampton had done for communication plan for the Farmers' Market, and bring the results back to team • City of Brampton is working on how people sign in, and sanitization of pens • Look at having a card that has your information, for when individuals come each week to the market similar to a fast pass • There were concerns with the Queen Street East road closure • No programming, and not enough notice to business owners • With the market, there needed to have space for people to line up to enter the different zones • If vendors would like to have a booth, the City of Brampton can work with them on getting a booth or helping arrange back door pick up • There will be signs to promote the sidewalks are open and downtown businesses • Police without cruisers, at the end of the street where the road closures are located 	L.Lukasik

	<ul style="list-style-type: none"> • Report went to Council last week, upper management in traffic are awaiting approvals to close the roads, need to wait for the commissioner to make the final approval • The idea would be to have patio, and picnic tables out for individuals to come downtown Brampton • Action: Send out Brampton Farmers’ Market layout to Marketing & Events Team • Add balloons, items to get colour, and have music playing • Action: Give a proposed layout for the streets, create a communication plan for the businesses and public • Get businesses to sign off on road closures • Use empty spaces of businesses who are gone to promote COVID-19 safety precautions 	<p>T.Pecoskie-Schweir</p> <p>S. Godefroy</p>
<p>5.</p>	<p><u>Market Research</u></p> <ul style="list-style-type: none"> • Action: Email out marketing reports from the Welcome Summer Sale to the Marketing & Events Team members 	<p>A.Philip</p>