

Meeting: Downtown Brampton BIA Marketing & Events Team July 22, 2020		
Date:	Wednesday, July 22, 2020	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Larisa Ferchichi, Kristina Romasco,	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:		
Item:	Notes/Minutes:	Actions:
1.	<p><u>Summer Marketing Plan & Creative</u></p> <ul style="list-style-type: none"> • A. Philip has sent the creative brief for the Celebrate Summer marketing campaign to the DBBIA designer • Celebrate Summer in Downtown Brampton starts the beginning of August and runs until the summer sale from August 24-29, 2020 • Looking at a 6 month media buy with InBrampton for \$9,000.00 which features banner ads, articles, and Instagram posts • The Bramptonist has done videos for the DBBIA in the past, with COVID-19 not able to use those videos • Looking at having videos focus on hair and beauty, restaurants/patios, and retail • Still have not received any metrics from pat work with the Bramptonist, and have been having a hard time getting a hold of her • Action: Look at getting quotes from different vendors, for media outlets, and video production • Little Miss Kate is an influencer that goes into the stores, and connects with the businesses, going to use her to promote the hair and beauty businesses • Reached out to Mr. Social Eats for restaurants and patio aspect, as he is a really known food blogger • Contesting will look at taking photos of individuals in downtown Brampton and win downtown dollars • Use Taste of Brampton account to push out contesting, as this account has a great following • Looking at doing a BINGO, either virtual or with a physical card, ex. go to a patio and get a stamp • Sponsored ads will be running soon, spending around \$250.00 • Talking to Brampton transit for advertising, received a quote for 15 custom units for bus starting Aug 10th for 5 weeks at \$5740.00, or for 10 units at \$3600.00 messaging would include the sidewalk sale promotion • Overall Celebrate Summer marketing budget is around \$6,000-8,000.00 • Promoting the campaign through a media release, consumer and membership e-news, social media, website, Councillors newsletters, and updated the wayfinding signage 	A.Philip

	<ul style="list-style-type: none"> • Endless summer sale for end of August event, to promote customers coming inside stores to purchase items • Encourage businesses to promote items on the outside of their store to welcome customers inside • Action: Send out marketing plan to members after this meeting 	A.Philip
2.	<p><u>Summer Events – Sidewalk Sale/Downtown Merchant Showcase i.e. every Friday</u></p> <ul style="list-style-type: none"> • The BIA has received approval from Council for road closures in the downtown • Idea recommended to the BIA at doing a Friday evening road closure for a Main Street open streets concept for a parkette, and patio furniture • Some downtown’s are pushing outdoor dining with road closures • There was an appetite from businesses to do this road closure from the COVID-19 survey sent out to the membership • If the DBBIA pursues a road closure, need very specific buy in from businesses to give approval for this road closure, and make sure they stay open for when the road closure happens • Look at doing either two or three road closures on a Friday evening throughout the summer • Need to have at least 15 businesses stay open, and welcome the Queen and George Street businesses to come out onto Main Street • Action: Next Wednesday, July 29 the BIA staff reach out to businesses on Main Street to get businesses approval and sign off on road closure • With the road closure look at marketing the vendors who didn’t get in to the Farmers’ Market, and set up if we are missing key number of businesses participating in the road closure • Large patio layout was approved on Main Street South, include a road closure layout like the Farmers’ Market • Look at doing at least three road closures between August 14, 21, 28, and September 4 	S.Godefroy, T.Pecoskie-Schweir, A.Philip
3.	<p><u>BIA Fall Events: Taste of Brampton</u></p> <ul style="list-style-type: none"> • Look at October 15- 29th for the fall Taste of Brampton and focus on curbside pick up, delivery, and potentially indoor dining • Opportunity to be more creative this year due to COVID-19 • Look at highlighting the restaurant chefs, and doing social media takeovers • Action: Set up a virtual meeting with past participants on July 30 <p><u>Ladies Night Out</u></p> <ul style="list-style-type: none"> • Suggestion to wait for a holiday Ladies Night Out, instead of doing a fall event • Action: Do a survey to past participants to give their opinions on the event • Questions to ask past participants “Would you attend the event if it was done the same way as last time? Would you want different 	T.Pecoskie-Schweir T.Pecoskie-Schweir

	<p>protocols, such as i.e. booking times? What is your suggestion for a Ladies Night out?"</p> <p><u>Trick or Treat in Downtown Brampton</u></p> <ul style="list-style-type: none"> • Play it by ear, need to see what phase Peel will be in, at that time • Need to see what could be done, through health aspects for events • Action: Follow up with Region of Peel, to get clear guidelines on what could be done for fall and winter events • Look at doing a colouring contest, spot the pumpkin in the business events to help bring consumers downtown for Halloween 	T.Pecoskie-Schweir
4.	<p><u>Fall & Holiday Planning</u></p> <ul style="list-style-type: none"> • In the past the DBBIA has done the following events • Holiday shop week • Taste Tour • Ladies Night Out • Breakfast with Santa • Scavenger Hunt • Horse & Carriage rides with special guests • Need to get clear guidelines on what can be done for event perspective • Action: Follow up with L.Lukasik to find out if the pumpkin giveaway event at the Farmers' Market, is still able to happen 	T.Pecoskie-Schweir
5.	<p><u>Discover Downtown Brampton Magazine</u></p> <ul style="list-style-type: none"> • Look at having the holiday edition of the Discover Downtown Brampton magazine ready for beginning of November • Not sure what is happening with Santa Claus parade • Action: Follow up with the Brampton Santa Claus parade committee with more details • Set aside some time to see what we can promote, and cover • Purpose of the magazine is to promote the shops, services and holiday events in downtown Brampton • Action: Send out a meeting invite for Wednesday, August 5th for a holiday planning meeting • Action: In the next e-news ask for ideas of what people want to see/ideas for the holiday edition, and editorials to reach out to A.Philip 	<p>S.Godefroy</p> <p>T.Pecoskie-Schweir</p> <p>A.Philip</p>