

Meeting: Downtown Brampton BIA Taste of Brampton Planning Meeting July 30, 2020		
Date:	Thursday, July 30, 2020	Time: 9:00 a.m. - 10:00 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Ismael Marquez Jimenez, Maya Rad, Kristina Romasco, Harry Singh	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
Item:	Notes/Minutes:	Actions:
1.	<p>Meeting:</p> <ul style="list-style-type: none"> • The fall Taste of Brampton will run from October 15-29, 2020 • Expanding Taste of Brampton to have the participating businesses to all their customers to feel comfortable either by dining in, or getting takeout • Restaurants can offer dine-in specials, curbside pickup, Taste of Brampton bundles i.e. pre-packaged meals similar to picnic boxes • In the past have marketed Taste of Brampton by: Google ads, InBrampton, Bramptonist, Big Mobile Signs, bloggers such as Mr.Social Eats and Little Miss Kate, parking garage posters , takeout bags, stickers, posters, tent cards, and bookmarks • For the fall Taste of Brampton, start promoting over a month before the event with save the dates, and near the end of September start heavily promoting • A lot of the participating businesses, enjoy this event, and marketing material provided to them • Additional items that can be added onto TOB: <ul style="list-style-type: none"> ○ Meet the chef night – features that can be done by posting on Instagram or Instagram live interviews ○ Have a local band night through out the Taste of Brampton ○ Promote cooking videos on social media ○ Promote fun facts about restaurants ○ Have a photographer take high quality photos of your food ○ Give businesses Taste of Brampton props, that guests can take pictures with ○ Encourage restaurants to promote they are participating in Taste of Brampton on social media, look at giving customers gifts with your restaurant branding ex. matches, wine opener, coupon to return later on • Action: Create a survey for TOB customers to fill out, to see where they visited, and how many restaurants they visited throughout the TOB • Action: Create a focus group with the TOB followers • Action: Send out save the dates with the Canada Post promotion before August 31,2020 • Action: Create a way for customers to enter the TOB draw, without having to use just Instagram ex. a page on the TOB website for customers to enter their information as a bonus entry • Action: Sent out applications first week of August, 2020 	<p>A.Philip</p> <p>A.Philip</p> <p>A.Philip T.Pecoskie-Schweir T.Pecoskie-Schweir</p>