

Meeting: Downtown Brampton BIA Marketing & Events Team August 12, 2020		
Date:	Wednesday, August 12, 2020	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Grettel Comas, Kristina Romasco, Larisa Ferchichi	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip, Samantha Loyer	
CITY REPRESENTATIVE:	Laura Lukasik	
Item:	Notes/Minutes:	Actions:
1.	<p>Holiday Planning Meeting Review:</p> <ul style="list-style-type: none"> • Recapped last week’s holiday planning meeting • Looking at doing Ladies Night Out- Wednesday, November 25, 2020 • Holiday Taste Tour on Tuesday, December 1, 2020 • Host a specific holiday shop week, starting from mid November promoting women’s, kid’s, men’s, co-worker’s shop week • Look at hosting virtual letters read by Santa every week • Santa Claus parade looking at doing a virtual parade this year parade • Plan carriage rides to start after Santa Claus parade • Still waiting to hear back from the Horse & Carriage vendor 	
2.	<p>New ideas for Holiday Planning:</p> <ul style="list-style-type: none"> • Look at doing a Book a time to talk to Santa session, where individuals can donate money that can be donated to charity • Look at giving \$5 downtown dollars that can be spent in the downtown after booking a time to talk to Santa • Look at hosting an event with Kente Claus • Partner with Knowledge Bookstore, PAMA, and library do a story time with a Santa • Do a session where Santa reads a 2- minute story every night at 7:00 p.m. • Reach out to JL at Fold as well, for content creation • See if there is any Diwali stories that can be read leading up Diwali • Have different stories that represent each holiday ex. Hanukkah, Kwanza do a feature where individuals can enter to win a book or downtown dollars • Look at doing a Santa spotting contest where if you see Santa on the streets, can win downtown dollars • Look at other characters or holiday ambassador spotting in the downtown to win downtown dollars • Have the carolers that were hired last year, sign during the carriage rides opening night, and strolling around the restaurants • Have reusable bags this year for the holiday shopping bags for instead of the paper ones • Use the “Together” as the word under the tree in Garden Square • Have the word Love with a heart as the O in Daily Times Square 	

	<ul style="list-style-type: none"> • Look at subcontracting a blogger to write an article, give them a budget and put their posts on the DBBIA website • Blog could be video or writing • Create an application to be a downtown shopper, where if selected will receive \$100.00 in downtown dollars • Downtown Shoppers will have to show pictures, and videos of them shopping in downtown Brampton • Have them show how you would spend \$100.00 in downtown Brampton • Show us how you spend \$100.00 either dining, hair, services, retail • Look at having a test run in August or September ex. Back to school shopping – ex. Little Miss Kate • Have it last 6 weeks or so and continue into January • Action: Create a creative brief, clarity on the words, start the process with Treehouse Creative 	A.Philip
3.	<p>Discover Downtown Brampton Magazine: <u>Editorial ideas</u></p> <ul style="list-style-type: none"> • Create a Sears like wish book type of magazine • Highlighting the events, things to do, and editorials on the holiday season • Have contesting feature downtown dollars • Action: Find a theme for the cover of the magazine, that features gift guide • Action: Put together an editorial summary for the holiday edition of Discover Downtown Brampton 	A.Philip S.Godefroy
4.	<p>Other:</p> <ul style="list-style-type: none"> • City of Brampton, Tourism Department is looking into Bandwango website, which would help benefit the City of Brampton • It would be free to residents and tourists • Could help promote and support Taste of Brampton 	