

Meeting: Downtown Brampton BIA Marketing & Events Team September 2, 2020		
Date:	Wednesday, September 2, 2020	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Grettel Comas, Larisa Ferchichi, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Roberta Canning, Laura Lukasik	
Item:	Notes/Minutes:	Actions:
1.	<p>Endless Summer Sidewalk Sale – Marketing & Communication & Publicity Post Report:</p> <ul style="list-style-type: none"> • At the Farmers’ Market people were taking advantage of the sale • Sale wasn’t too busy during the week, most of the sales for businesses came from the Saturday • There was 938 unique page visits on the BIA website, and 60,000 60,000 impressions from the sponsored ads • There was 2 posts daily with organic photos, on the BIA social media with 24,000 impressions • InBrampton had done 3 social media posts, an article, and Instagram stories throughout the week • The InBrampton article had over 75,000 impressions, there were a lot of clicks in the linked websites throughout the article • Google SEM campaigns, impressions were low for this campaign compared to the past sidewalk sales • There was daily contesting on Instagram and Facebook, where individuals commented what businesses they were excited to shop at during the Endless Summer Sale, had 31 people enter the contest • During the last sidewalk sale only two people entered the contest, they had to upload a picture of what they had bought during the sale • A.Philip also sent out separate consumer emails with over 400 impressions • The DBBIA sent out post cards through the Canada Post 6000 printed material campaign, there was an additional 500 postcards given to businesses to hand out • The post cards ended up being sent out to be mailed during the middle of the Endless Summer sale • Action: Going forward have post cards delivered two weeks earlier • For the future if postcards are going to be sent out late, cancel and post out social media ads instead • On the post card it featured the BIA Endless Summer Sale and Rose Theatre promotions • Endless Summer Sale tile was on Garden Square screen • For advertising - look at different way finding signs, temporary a-frame signs placed all over the downtown 	

	<ul style="list-style-type: none"> • Look at marketing through the sidewalk decals • Action: look at removing the current sidewalk decals on the ground 	
<p>2.</p>	<p>My Downtown Brampton Campaign: <u>Stronger Together Video</u></p> <ul style="list-style-type: none"> • The DBBIA had three videos to highlight what downtown Brampton has to offer • Cost for all three videos was \$2,500.00 • Videos highlight retail, hair and beauty, and restaurant <p><u>Member Marketing</u></p> <ul style="list-style-type: none"> • A.Philip is reaching out to different businesses, about special promotions they are having • Businesses are able to reach out to A.Philip to promote any specials • There is a marketing opportunity form to help funnel more information • Businesses are able to send a digital tile to be included on the consumer, membership e-News, and website promotions page • Some businesses have informed the BIA to be more aggressive with our approach of marketing for businesses • Action: Create a social media policy and procedure, and share in emails, welcome package, and website • If you send the BIA material, the BIA will share it • BIA is not cherry picking, the BIA is here to market the whole area <p><u>Fall & Holiday Social Media Strategy</u></p> <ul style="list-style-type: none"> • Fall campaign need to keep it fresh on social media • Action: Create a four month calendar, and show what the DBBIA has planned • Action: Take the concepts from My Downtown Brampton pre COVID-19, and bring something back to the group next week for a fall campaign • Starting soon, a lot of promotion coming up for Taste of Brampton • Focus on promoting retail, professional, and restaurant industry • The art work in McKinney Lane will be installed next week, once installed can promote this on the social 	
<p>3.</p>	<p>Fall Event Update: <u>Trick or Treat</u></p> <ul style="list-style-type: none"> • Look at doing self guided tour, potential partnership with Steve from Ghost Tours • See if Ghost tours can record and post his tours online • Look at a fall window decorating contest • Create a Halloween movie playlist, music playlist on Shopify and promote on social • Suggestion to do more contesting • Similar to last year take a picture in Garden Square to enter to win a prize 	

	<ul style="list-style-type: none"> • Look at doing having consumers take pictures of pets and create a virtual parade on Instagram i.e. tag and post pictures or videos and create a virtual parade on the DBBIA Instagram stories • Reach out to Bitsu dog services for help in promoting event • Reach out to Crumps and see if they would like to sponsor, could post their logo on the stories multiple times during the Instagram parade • Look at doing the same but pictures of kids in costumers closer to Halloween • Anyone who participates, can receive a bag of candy for first 300 kids • Announce on social media what we are doing at the beginning of October • The Marketing & Events Team has decided on not doing a Trick or Treat event, but explore other ideas <p><u>Pumpkin Giveaway & Food Drive- October 3, 2020</u></p> <ul style="list-style-type: none"> • Was asked by Brampton’s Santa Claus to look into creating a food drive to support Regeneration Community Outreach for Thanksgiving • The DBBIA has an annual pumpkin decorating event at the Farmers’ Market, due to COVID-19 not able to decorate but able to giveaway pumpkins instead • DBBIA decided to combine the pumpkin giveaway and food drive together on Saturday, October 3, 2020 • Have signs created to promote the food drive, and start promoting at the Farmers’ Market at both entrances • Action: Create a-frames for the Farmers’ Market 	
<p>4.</p>	<p>Activations in Downtown for September & October:</p> <p><u>Jazz Festival – September 12/13</u></p> <ul style="list-style-type: none"> • Promoting on social media • The DBBIA is a sponsor for the festival <p><u>Culture Days & Doors Open</u></p> <ul style="list-style-type: none"> • End of September, there is a lot of promotion in the past, but have not seen much this year • If we do have any participates in the downtown, can help promote this • Action: look into getting more information on this event 	
<p>5.</p>	<p>Taste of Brampton :</p> <p><u>Launch date & photo opportunity</u></p> <ul style="list-style-type: none"> • Taste of Brampton event runs from October 15-29, 2020 • Going to start promoting soon • Have a design already created from the designer • Save the date post cards going out to the downtown restaurants participating in the Jazz Festival • Big Mobile Signs booked • Mr.Social Eats has been hired to promote the event 	

	<ul style="list-style-type: none"> • A.Philip has reached out to local influencers to promote this event • Working on a Meet the Chef video series on Instagram <p><u>Marketing Plan Overview</u></p> <ul style="list-style-type: none"> • Have more of a blogger taking over social media, to show that things are happening , and capturing more moments to draw people into the downtown <p><u>Social Media Strategy</u></p> <ul style="list-style-type: none"> • Meet the chef videos • InBrampton, and Google ads • Have videos going to be recorded soon, similar to the retail, beauty, and restaurants • Important to stress buying and supporting local • 30 seconds to tell me it is good food, but also safe to eat • More cautious, with cleaning in restaurants due to COVID-19 • Show waitresses in the background, and showing tables are spread out • City of Brampton are members with Tourism Canada • Tourism Canada is doing a Safe travel stamp that is being used globally, the stamp can be provided to restaurants who are following safe guidelines • Look into the restaurants who are participating in the Taste of Brampton, can have the safe travel stamp, to show they are meeting with health standards 	
<p>6.</p>	<p>Holiday Planning:</p> <p><u>Review event plan & budget</u></p> <ul style="list-style-type: none"> • Together theme, support local campaign • The DBBIA will be continuing with the carriage rides, and no wagon rides • Ladies Night Out hosted on Wednesday, November 25, 2020 <p><u>Marketing</u></p> <ul style="list-style-type: none"> • Looking at a spot Santa social media campaign <p><u>Creative</u></p> <ul style="list-style-type: none"> • Together campaign <p><u>Discover Editorial Overview</u></p> <ul style="list-style-type: none"> • Have a welcome article about togetherness in the downtown core • Focus on the specific shopping weeks • Editorial for foodie • Highlight the hidden gems in downtown Brampton • Have social media influencers pick their favourite places to shop, or purchases, similar to the tourism guide foodie influencers • Go to the website or go to the app to see what is happening for event listing, don't post an events calendar • Look at having a word search with businesses names, family activities or scavenger hunt, or a walking tour giving different suggestions for consumers to come downtown 	

