

Meeting: Downtown Brampton BIA Marketing & Events Team October 7, 2020		
Date:	Wednesday, October 7, 2020	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Janin Bartholomew, Larisa Ferchichi, Horacio Herrera, Jason Palmer, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Kat Finnegan	
CITY REPRESENTATIVE:	Roberta Canning, Laura Lukasik	
Item:	Notes/Minutes:	Actions:
1.	<p>Marketing Update:</p> <p><u>Holiday Creative</u></p> <ul style="list-style-type: none"> • Have had a few options for designs from our designer • This years theme will be the word “Together”. BIA team felt that the theme fitting for this season and the campaign will focus on the many ways families celebrate together during the upcoming holiday celebrations as well as tie into the BIAs Stronger Together COVID-19 key messaging. • Note -- Celebrate Together, remove “in” and the mistletoe • Use more accent colours • City will be launching a winter savings app, there will be a drive thru in Gage Park for residents to see the lights, anticipate skating throughout the season, promoting restaurants and shopping • There will be postcards, bags, and the magazine to kick off the holiday season <p><u>Holiday/winter Banners</u></p> <ul style="list-style-type: none"> • Looking at getting holiday banners, working out the numbers with the City of Brampton • There is still some money in the BIA budget that hasn’t been spent • It will focus more on winter, as winter banner campaign will go into winter months after the holiday season (November – March) • Look at simple icons ex. snowflakes, skates, hot chocolate mug, • Look at using bright colours for design • Use all six words or depending on cost use four key words • Can also use current style of the banners and change the colour to red. Committee felt that this is the best option. 	S. Godefroy
2.	<p>Events Update:</p> <p><u>Virtual Halloween Event Ideas</u></p> <ul style="list-style-type: none"> • Trick or Treat is canceled need to post on Instagram • The DBBIA will be having a Scavenger hunt on the BIA website • Look at costume, dog, pumpkin, or house decorating contest, and get the community involved • Break it up into different monetary amounts • Add the photos to the story highlights we receive it • Create marketing content ex. movie, music, book playlist • Action: Look into getting the dog judge from last year involved for prizing 	

	<p><u>City Event Updates</u></p> <ul style="list-style-type: none"> • Lights are being installed • Families are going to be able to make an appointment to drive thru and see lights in Gage Park for the Friday of the Winterlights weekend, the virtual Santa Claus parade Saturday • Plans for a smaller holiday market in Ken Whillans Square • Waiting to get details for New Years Eve • The City of Brampton still plans to have skating in Gage park to happen • Proposed to launch the City of Brampton app, before the Winterlights thru into the new year, the app will feature promotions for the businesses, retail and takeout • The incentive is to have consumers check in to businesses, entering them into a contest for a food tour for four with Suresh Doss valued at \$800.00 • The Tourism website will feature a number of different opportunities under the Bandwango app ex. holiday, walking tours, black history, general food pieces up to March right now with the 4 different campaigns • Looking to host the Christmas Market at Ken Whillans Square not sure what the public health requirements will be come November 20 • The app will help visitors know with good walking trails, park, eat, shop, and skate • Need to capitalize the Winterlights weekend, and encourage businesses to stay open later, to encourage consumers to stop and stay • S. Godefroy, L. Lukasik, and G. Board are meeting next week to discuss the pass • Action: Promote the Winter savings pass into the e-news to have businesses sign up • Look into having the businesses stay open late, leave the lights on, and decorate windows <p><u>Santa Schedule</u></p> <ul style="list-style-type: none"> • The BIA will be having a Santa spotting every Saturday throughout the holiday season where you can receive downtown dollars • There will be videos on social media every Tuesday and Friday for 5 weeks featuring story time with Santa and Santa visiting stores • Action: Do a call out in the e-news to find five businesses to be in the Santa visiting stores video <p><u>Together Holiday Window Decorating Contest- Sheridan Partnership</u></p> <ul style="list-style-type: none"> • Action: Follow up with merchandising students from Sheridan College with helping businesses decorate windows • Similar to two years ago with a window mood card, theme, and window decorating contest 	<p>T. Pecoskie-Schweir</p> <p>T. Pecoskie-Schweir</p> <p>S. Godefroy</p>
<p>3.</p>	<p>Holiday Décor Plans: <u>Gage Park & Garden Square</u></p>	

	<ul style="list-style-type: none"> • Lights going into Gage Park, and Sparkle Tree in Garden Square • BIA getting the word Together on the fountain similar into the past years • P. Aldunate and R.Lynn are working on lighting enhancement for Garden Square, with brighter lights and new fixtures • The only thing the City of Brampton is not doing is the light tunnel, because of COVID-19 • The BIA is looking into seeing if there is any other holiday décor that can go in Garden Square, as of now there is not • S. Godefroy has reached out to Classic Displays to see if there is a light installation that can be put in Garden Square • The new lights that are set to go into Garden Square are to be installed the first week of November • With the new light fixtures cannot string lights from pole to pole as in the past in Garden Square • Action: Look into seeing if the light colour can change to green • The Rose Theatre will be adding more window dressings • Discussed the idea of doing a photo opportunity in Garden Square, but need to keep it clear for snow removal <p><u>Main & Queen Street</u></p> <ul style="list-style-type: none"> • Classic Display is currently installing the Lights on the trees <p><u>Hanging Christmas Baskets</u></p> <ul style="list-style-type: none"> • The City of Brampton is not doing hanging baskets this year 	<p>S. Scott</p>
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