

Meeting: Downtown Brampton BIA Marketing & Events Team November 5, 2020		
<b>Date:</b>	Thursday, November 5, 2020	<b>Time:</b> 9:00 a.m. - 10:30 a.m.
<b>Location:</b>	Zoom Conference Call	
<b>PRESENT MEMBERS:</b>	Janin Bartholomew, Grettel Comas, Larisa Ferchichi, Jason Palmer, Kristina Romasco	
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip, Kat Finnegan	
<b>CITY REPRESENTATIVE:</b>	Roberta Canning, Lavina Dixit, Laura Lukasik, Jason Tamming	
Item:	Notes/Minutes:	Actions:
1.	<p><b>Marketing Update:</b></p> <p><u><i>Taste of Brampton Marketing Report/Recap</i></u></p> <ul style="list-style-type: none"> <li>• The BIA social media following for Taste of Brampton has increased by over 20%</li> <li>• Throughout the Taste of Brampton there was over 10,000 website visits</li> <li>• Distributed over a 1000 postcards at different restaurants throughout the Jazz festival in September</li> <li>• Marketing promotional material included: Event posters, book marks, tent cards, stickers, takeout bags, window decals</li> <li>• Had a media buy with InBrampton Facebook contesting, Mr. Social Eats, Garden Square Screen, had Taste of Brampton videos published on Instagram and Taste website, videos included: Mi Churros, MacaronZ, Food Fight BBQ, Pizzanini, J. Red who had to drop out due to COVID-19 28 day restriction</li> <li>• SEM Campaign done with Stephanie Wilding</li> <li>• This year the BIA reached out to eight foodie influencers from Brampton</li> <li>• MPP Kevin Yarde read out a message at Queen’s Park with regards to how the Taste of Brampton is key to support local businesses during the pandemic</li> <li>• The postcard drop was successful</li> <li>• <b>Action:</b> Send out a survey to the restaurants following this meeting for their feedback</li> </ul> <p><u><i>DBBIA Holiday Marketing &amp; Communications</i></u></p> <ul style="list-style-type: none"> <li>• This years holiday campaign is focused on the Stronger Together campaign</li> <li>• Stressing the togetherness component of supporting the local businesses</li> <li>• Starting the week of November 23, will be posting daily with different gift ideas for certain people in your life</li> <li>• The fountain word: Together is being installed on November 20<sup>th</sup> in the morning before the Tree lighting</li> <li>• Looking to do Transit ads, currently having issues with installation due to COVID-19</li> <li>• Doing sponsored ads on BIA social media platforms</li> <li>• Working with InBrampton again, as there is a lot of interaction with their following</li> </ul>	

	<ul style="list-style-type: none"> <li>• Post card drop off, with contesting information as well as events</li> <li>• Second post card drop featuring contesting information and delivery service</li> <li>• Working with Little Miss Kate who is a mommy blogger to promote shopping local for the holidays</li> <li>• Working with SEM campaign with Stephanie Wilding</li> <li>• Working with Winged Whale Media to produce Santa Claus videos for the BIA social media and Garden Square</li> <li>• The videos featuring Santa reading stories, and visiting stores</li> <li>• Businesses who signed up for the Santa video are: Park place dental, The Scented lair, Baci Gifts, Perpetual Bazaar, Dolcezza Custom Cakes</li> <li>• Partnering with local Influencers to have them post how they spend \$100 downtown dollars</li> <li>• Submitted creative to Garden Square</li> <li>• Submitted posters to be installed for wayfinding, and the parking garage posters</li> <li>• New street banners going up, similar to the yellow ones from the spring except red for the holiday season</li> <li>• Giveaway and contesting for the holiday season includes is a self shopping tour, where if you shop at five stores and submit receipts you will receive \$10 downtown dollars, or submit 10 receipts and receive \$25 downtown dollars, than be entered to win a holiday gift basket</li> <li>• Looking to collect gifts for gift baskets</li> <li>• Working on the holiday magazine, printing 20,000 copies as in the past with 15,000 being delivered in homes in a 1-5km radius in downtown Brampton , 3,000 being delivered to the Castlemore area, and 2,000 to be distributed to the businesses and Starbucks in Brampton</li> <li>• The magazine highlights the Winterlights weekend, with the virtual tree lighting, and virtual Santa Claus parade</li> <li>• Most businesses are working on pivoting their business for the holiday season</li> <li>• Can incorporate businesses event information on the website and on social media</li> </ul> <p><u>City of Brampton Marketing Plan for the 2020 Holiday Season</u></p> <ul style="list-style-type: none"> <li>• Submitting media releases to media and partners</li> <li>• Promoting Together campaign on social media, Garden Square screen</li> <li>• Paid ads on social media, and ads InBrampton</li> <li>• Posters are being distributed through the City of Brampton’s Seniors and Youth taskforce</li> </ul>	
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<p><u>Post Card Program for DBBIA Members</u></p> <ul style="list-style-type: none"> <li>• A.Philip and S.Godefroy had a meeting with Print Three, where they walked through a postcard program with preferred pricing for the BIA membership</li> <li>• One side of the postcard can be the BIA material and the other side be a businesses information</li> <li>• With this program Print Three will offer 30 minutes of free design work, with the program and businesses would pay for postage and printing</li> <li>• <b>Action:</b> send out document into the e-news about the post card program</li> </ul> <p><u>Digital Main Street Service Squad Update</u></p> <ul style="list-style-type: none"> <li>• Interviewed a number of companies, and marketing individuals in mid October for Digital Service Squad position</li> <li>• Made a recommendation to the Board about hiring Winged Whale Media</li> <li>• Once their contract is reviewed, Winged Whale will help businesses sign up for DMS grant, and help with Digital Marketing</li> </ul> <p><u>Downtown Dollars</u></p> <ul style="list-style-type: none"> <li>• Working with Digital Main Street FutureProof program with the RIC Centre</li> <li>• This is different than DMS and service squad grant, this program is funded by province and DMS is working with the RIC Centre</li> <li>• The DBBIA has been meeting with the RIC Centre contact Lee St James to digitalize the downtown dollar program</li> <li>• Pilot project to start first week of December, and businesses will be able to sign up for program to accept digital dollars at their stores</li> <li>• Consumer can purchase the dollars online, and redeem all digitally with the businesses</li> <li>• Meeting with a company last week who can do this, and circling back with RIC centre on how to market the program</li> <li>• The BIA has reached out to marketing businesses in the BIA membership to market the program</li> <li>• The BIA has also reached out to J. Vivian from BEC about eventually making this a whole city wide program</li> </ul> <p><u>Augmented Reality: Winged Whale &amp; Initiatives via Ryerson's Winter Strategy</u></p> <ul style="list-style-type: none"> <li>• From a discussion point from the IDA conference in October, S.Godefroy sent J. Palmer a lighting company doing VR Santa Claus spotting's on an app</li> <li>• With COVID-19 not able to do a lot of in person events, this could engage consumers on Main Street by using their phones to scan QR code and have Santa pop up on their phone</li> <li>• Look at meshing AR and downtown dollars app together</li> </ul>	<p>T.Pecoskie-Schweir</p>
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	<ul style="list-style-type: none"> <li>• Through Bandwango app the City of Brampton is launching a winter savings pass , that highlights activities , and allows businesses to offer discounts</li> <li>• It is a free platform, that encourages individuals to come to downtown to eat and shop, looking to launch mid November before the Winterlights weekend and would go till the end of February</li> <li>• Using it for longer term campaigns –heritage walking tour looking to do for 2021 – will get back to them if there will be audio</li> <li>• The app is looking to launch a heritage walking tour for 2021, that features geofencing</li> <li>• <b>Action:</b> Look into see if AR is added into bandwango app, get more information from vendor</li> </ul>	L. Lukasik
2.	<p><b>Events Update:</b> <u>Carriage Rides</u></p> <ul style="list-style-type: none"> <li>• Every Friday and Saturday from November 27- December 19 and every day from December 27- 30 carriage rides will be happening</li> <li>• Booking is online, and the horse and carriage vendor is cleaning the carriages after each ride</li> <li>• Look into producing an a-frame with this information</li> </ul> <p><u>Santa Spotting</u></p> <ul style="list-style-type: none"> <li>• Every Saturday Santa will be in downtown Brampton visiting stores for two hours anytime between 2:00-6:00 p.m. alternating weekends</li> <li>• If you see spot Santa, he will give you downtown dollars</li> </ul>	
3.	<p><b>2021:</b> <u>Call for Sponsorship Proposals for 2021</u></p> <ul style="list-style-type: none"> <li>• Taking sponsorship proposals from now until January 31, 2021</li> <li>• Proposals from any businesses, and event partners</li> </ul>	
4.	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>• The BIA has been contacted by Pastor Marlene McKenzie to promote the Christian heritage month in December by putting up banners in the downtown core</li> <li>• If the BIA endorses this, than they will have to open up to everyone, and receive more requests</li> <li>• The BIA can share the Mayor’s mayor proclamation and media release to promote Christian heritage month</li> <li>• BIA installed the banner arms to promote the downtown</li> </ul>	