

	<ul style="list-style-type: none"> • It needs to be a coordinated campaign, i.e. shop my window • Look at having a heart decal that says Shop My Window! with the QR code • Look at doing a billboard at Queen and Hwy 410 to support local shopping in the downtown • Look at collecting 3-4 home made videos that are 30 seconds long showing the business are open and to shop local • Action: Asking the businesses to send content to A. Philip and K. Finnegan to send a 30 second video to shop and support local • Action: send out a marketing workshop, to get inspiration and helpful hints for marketing for businesses for Monday, November 30, 2020 from 9:00-10:00 a.m. • Bag of Toronto features 5 neighbourhoods, each bag has different products you can get from businesses in that neighbourhood • Action: Find out more information on what can be done for a BIA as a gift box package 	<p>T.Pecoskie-Schweir</p> <p>A.Philip & S.Godefroy</p> <p>S.Godefroy</p>
<p>2.</p>	<p>MyDowntown Brampton Stronger Together Gift Card Pilot Program & focus group meeting:</p> <ul style="list-style-type: none"> • The BIA has been working with the folks from Digital Main Street and RIC Center to collaborate with Peel Regions BIA's to put ideas forward with the FutureProof program • Idea to digitalize downtown dollars, now creating a digital gift card that can be purchased online • Funded through the province, just working with a company to digitalize the program, and work with a BIA marketing business to market the card • The program would launch Wednesday, December 9, 2020 • The BIA has sold over \$30,000 in downtown dollars, with over 30 businesses who accept them • Selling physical dollars is not very efficient, especially these days • Buying these gift cards can help with holiday season to support local • Businesses on board will also be able to redeem the dollars through the 4Pay app • Working on internal marketing material for the business community, and general for the Brampton community at large, and a business campaign to big corporations ex. Coca cola, Loblaw's • It takes time to onboard the businesses to get on the program • The BIA is working on increasing the number of businesses who accept the downtown dollars at the moment 	
<p>3.</p>	<p>Digital Marketing Programs: Digital Service Squad Update:</p> <ul style="list-style-type: none"> • Winged Whale Media team have been active with reaching out to a number of businesses to apply for the DMS grant, they have over 30 businesses sign up for the grant • Action: Get more details from Winged Whale Media to share back with the committee 	<p>S.Godefroy</p>

4.	<p>City of Brampton Tourism Program with the BIA:</p> <ul style="list-style-type: none"> • L.Lukasik and S.Godefroy have been working together on a package to go out to the hotels • If you stay two nights in a Brampton based hotel, they will get \$25 downtown dollars, and \$50 prepaid visa, as well as a listing of Downtown Brampton merchants, and a map of Brampton • Mississauga tourism has done a very similar program as well, and it was very successful • Only issue facing right now, is the launch date due to grey zone restrictions • The \$75.00 cannot be used to pay for the hotel stay, but studies show that more than 80% of gift cards given out by the City of Mississauga had them use the cards in Mississauga • Delay the launch until the New Year, and incorporate it into the winter strategy 	
5.	<p>Wintertime Strategy Update for 2021 & Planning Session:</p> <ul style="list-style-type: none"> • Given the lockdown the meeting has been cancelled, and put on hold as the messaging will have to change • Action: Set up a meeting in the next two weeks for winter strategy from the BIA perspective 	T.Pecoskie-Schweir
6.	<p>Other:</p> <ul style="list-style-type: none"> • Shop Local Campaign for the Holiday season • Action: Get more information ad details from the logistics of the shop Local campaign from the City of Brampton • Support Local Campaign through the Economical Development department, quickly turned around some social pieces to help promote the BIA receipt's holiday giveaway promotion • City will help promote the BIA initiatives on social media • Putting a pause on Bandwango and focusing on restaurants and takeout to avoid individuals leaving their homes at this time • Action: Putting together a message for service businesses to purchase downtown dollars for their employees 	L. Dixit T.Pecoskie-Schweir