

Meeting: Downtown Brampton BIA Marketing & Events Team December 10, 2020		
<b>Date:</b>	Thursday, December 10, 2020	<b>Time:</b>
<b>Location:</b>	Zoom Conference Call	
<b>PRESENT MEMBERS:</b>	Janin Bartholomew, Grettel Comas, Peeyush Gupta, Emma O'Malley, Jason Palmer, Kristina Romasco	
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip, Kat Finnegan	
<b>CITY REPRESENTATIVE:</b>	Roberta Canning, Lavina Dixit	
Item:	Notes/Minutes:	Actions:
1.	<b>Call to Order (9:00a.m):</b> The meeting was called to order at 9:10 a.m.	No Action
2.	<b>Additions to Agenda:</b> None	No Action
5.	<p><b>Additional Marketing Tactics for DBBIA:</b></p> <p><u>Social Media</u></p> <ul style="list-style-type: none"> <li>• Push out messages for shopping, takeout, and to support the local businesses</li> <li>• As per the Board of Directors meeting, looking at increasing the social media posts to three times a day</li> <li>• Keep taking pictures of businesses storefronts, and strategize messaging to support restaurants, as they have been hit hard during the COVID-19 restrictions</li> <li>• The City of Brampton has been doing small business Saturday's posts</li> <li>• There are over 300 plus businesses in the downtown core, to promote and share on social media</li> <li>• Need to start promoting the free deliveries, take photos of products going out for deliveries, or take pictures of the businesses dropping off their deliveries</li> <li>• Take pictures of restaurants menu's if businesses are not sending pictures</li> <li>• There are too many messages in the membership emails, and people with a low attention span and busy cannot read it all</li> <li>• Look at sending out two emails a week to reduce the amount of messages instead of one big email a week</li> </ul> <p><u>Videos</u></p> <ul style="list-style-type: none"> <li>• Santa videos are doing well on social media</li> <li>• A lot of businesses took advantage of being part of the shopping with Santa video</li> <li>• Populate homemade videos from the businesses to upload onto the BIA social media</li> </ul> <p><u>Love Local/Shop Local/Shop Downtown Brampton</u></p> <ul style="list-style-type: none"> <li>• Continuing to post support local messages on social media</li> </ul> <p><u>Other</u></p> <ul style="list-style-type: none"> <li>• Red heart stronger together for Curbside pickup, are getting printed as soon as possible for the businesses</li> <li>• Continue to work on social media strategy</li> <li>• Look at another media buy with InBrampton, as they have a big following</li> </ul>	

	<ul style="list-style-type: none"> <li>• Averaging around \$200 clicks per rate a month for sponsored posts on social media, the budget for the month is \$500</li> <li>• The BIA is working with Stephanie Wilding to do targeted Google ads</li> </ul>	
<p><b>6.</b></p>	<p><b>E- Gift Card Pilot Program:</b></p> <ul style="list-style-type: none"> <li>• S. Godefroy is made an announcement at Council yesterday to promote the E-Gift Card</li> <li>• Staff had training earlier this week for the program, there have bene some glitches with the links but looking to send out the onboarding videos soon</li> <li>• Once the twenty businesses are registered, will be promoting the program to the public</li> <li>• Anybody who gets a gift card of \$20 gets \$5 added on</li> <li>• The first 100 people to get a gift card will receive that promotion</li> </ul>	
<p><b>7.</b></p>	<p><b>Wintertime Strategy:</b></p> <ul style="list-style-type: none"> <li>• Presentation today at 11:00 a.m. with the Ryerson Urban and planning students on the downtown winter strategy, than a debrief following the meeting</li> <li>• Depending on the numbers, looking at bringing back the carriage rides, in mid January for 4-5 weeks</li> <li>• Push out the e-gift card program, as it is a pilot project until end of February</li> <li>• Promote the winter skating, and to come shop and dine local throughout the holidays</li> <li>• <b>Action:</b> Put together a suggestive walking route for families to do one weekends, or for businesses to do on their lunches throughout January- February</li> <li>• Promote the businesses windows, and encourage consumers to window shop</li> <li>• Promote the receipt contest on social media</li> <li>• Downtown Brampton is giving away money instead of send 5 receipts</li> <li>• Look at having a contest where consumers can show what they got from the stores and do a giveaway after the holiday rush</li> <li>• Look at doing a mini takeout taste in the winter season</li> <li>• Currently promoting how local influencers spent \$100 downtown dollars</li> <li>• Have a call out how would you spend \$100 dollars, best answer gets \$100 downtown dollars</li> <li>• Promote window shopping to businesses by creating a QR code from a websites</li> <li>• Businesses can print it out and stick it onto the heart and makes it easier for consumers to scan and be brought to that businesses website</li> </ul>	<p>S. Godefroy</p>

	<ul style="list-style-type: none"> <li>• <b>Action:</b> Send out QR window shopping design and send out a message on how businesses can print out their QR code to put in their window</li> </ul>	A.Philip & T.Pecoskie-Schweir
<b>8.</b>	<p><b>Planning Meeting for Q1 of 2021</b></p> <ul style="list-style-type: none"> <li>• Create a preliminary strategy and bring it back to the Marketing &amp; Events Strategy for</li> <li>• <b>Action:</b> Draft a communications plan, to show how the BIA staff is managing the social media policy</li> </ul>	A.Philip
<b>9.</b>	<p><b>Date and Time of Next Meeting:</b></p> <ul style="list-style-type: none"> <li>• The next meeting will be on Thursday, January 14, 2021 at 9:00-10:30 a.m.</li> </ul>	
<b>10.</b>	<p><b>Meeting Adjourn:</b></p> <ul style="list-style-type: none"> <li>• The meeting was adjourned at 9:59 a.m.</li> </ul>	