

Meeting: Downtown Brampton BIA Marketing & Events Team January 15, 2021		
Date:	Friday, January 15, 2021	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Grettel Comas, Adriel Domingue, Larisa Ferchichi, Peeyush Gupta, Jason Palmer	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip, Kat Finnegan	
CITY REPRESENTATIVE:	Roberta Canning, Lavina Dixit, Laura Lukasik	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:07 a.m.	No Action
2.	Additions to Agenda: None	No Action
3.	<p>Holiday Marketing Recap & Report:</p> <ul style="list-style-type: none"> • Theme was celebrate together in Downtown Brampton focusing on celebrate the community, shopping local, and supporting each other at a distance • Instagram following increased over the span of the holidays • Released five Santa Claus reading stories videos, and five of Santa shopping in downtown Brampton videos over the span of five weeks • Videos were posted on social media and on the Garden Square screen • The BIA did two post card drops, with contest creative, downtown delivery, as well as events before they were cancelled • There were eight mobile signs throughout the City of Brampton • For the receipts contest there was not a lot of entrants • Posted sponsored ads, and released a weekly consumer gift guides highlighting over 40 businesses in the consumer e-news • Had three influencers promote to shop local throughout the holidays • Carriage rides and Santa spotting activities were cancelled due to the lockdown restrictions • Action: Send out a list of businesses featured in the consumer gift guide • The City of Brampton has done a soft launch for the Winter Fun Pass, there are over 200 people who have registered from just one social media post • There are currently 10 downtown businesses on board for the Winter Fun Pass, and the City is still accepting more businesses to sign up for the Winter Fun Pass • Action: Add winter fun pass content to the member e-news for next week • The City and the BIA have been talking about ways to activate the vacant windows, the City is currently working on activated the windows on Main St North • Looking at utilizing creative with PAMA with regards to Black History month 	<p>T.Pecoskie-Schweir</p> <p>T.Pecoskie-Schweir</p>

	<ul style="list-style-type: none"> Talking with other vacant private property windows with regards to installations from Beaux Arts Brampton 	
<p>4.</p>	<p>Marketing Initiatives- January- March, 2021:</p> <p><u>Social Media</u></p> <ul style="list-style-type: none"> In the first lockdown, the BIA hosted Instagram live interviews, social media posts, and Good Vibes Videos Promoted the downtown businesses who are essential and non-essential A lot of consumers are doing curbside pick up and deliveries Updating the businesses support local page on the BIA website Virtual e-gift guide, promoting to shop local, as well as creating social media posts on ways you can support local businesses while staying at home Continuing the delivery program until March 31, 2021 The delivery company will be picking up from the businesses store throughout the stay at home order The program delivers two times a week currently on Wednesday and Friday's Businesses can always send content to A.Philip to promote on social media Have a Valentine's Day gift guide promotion similar to the holiday gift guide Include a Valentine's Day tile onto the website Start getting promotions for Black History Month Look at partnering with the City of Brampton to update the bridge banners by the railroad tracks changed to support local businesses <p><u>Video</u></p> <ul style="list-style-type: none"> Look at bringing back Good Vibes videos back, and push out in the e-news and social media <p><u>Discover Downtown</u></p> <ul style="list-style-type: none"> Early spring edition, look at a March date to have out on the streets Holiday edition was delivered to 18,000 homes Focus on the professional businesses in this edition Magazine highlights the different businesses throughout the year Action: Put together an editorial overview for publication for March Look at printing less copies Action: Send out a call out for BIA members for editorial in the e-news <p><u>Augmented reality</u></p> <ul style="list-style-type: none"> Talked to Whinged Whale Media about different opportunities for Augmented Realty, with a seasonal AR component Back in October WWM was looking at creating an app that has four mini games, for the holiday season could have a snowball fight with one of Santa's helpers Go on a hunt for different treasures and play games throughout Downtown Brampton 	<p>A.Philip</p> <p>T.Pecoskie-Schweir</p>

	<ul style="list-style-type: none"> • Could create scavenger hunts • Restaurants were using QR codes for menu, instead of a physical copy <p><u>E-Gift Card</u></p> <ul style="list-style-type: none"> • Launch of the e-gift card that happened near the end of December • This pilot project is funded through the Digital Main Street FutureProof program, funded until the end of February • Action: Get the costs of the program post pilot and bring back to the committee next meeting 	S.Godefroy
5.	<p>Taste of Brampton-Takeout:</p> <ul style="list-style-type: none"> • Taste of Brampton: Takeout running from March 4-18, 2021 • Takeout Taste of Brampton will focus more on digital marketing • Takeout bags, book marks, stickers 	
6.	<p>Scavenger Hunt(s):</p> <ul style="list-style-type: none"> • Look at doing Easter Egg Scavenger Hunt, one page overview • Do research on what other BIA's have done in the past • Action: Create overview to bring back to February Marketing & Events Team meeting 	T.Pecoskie-Schweir
7.	<p>Other:</p> <ul style="list-style-type: none"> • Creating a Marketing plan, need to promote over 300 businesses in the downtown • A.Philip & K.Finnegan have been sharing stories that the BIA is tagged in on social media 	
8.	<p>Date and Time of Next Meeting:</p> <ul style="list-style-type: none"> • The next meeting will be on Thursday, February 4, 2021 at 9:00-10:30 a.m. 	
9.	<p>Meeting Adjourn: The meeting was adjourned at 10:27 a.m.</p>	