

Meeting: Downtown Brampton BIA Marketing & Events Team February 4, 2021		
Date:	Thursday, February 4, 2021	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Grettel Comas, Larisa Ferchichi, Emma O'Malley, Evie O'Malley, Kristina Romasco	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip, Kat Finnegan	
CITY REPRESENTATIVE:	Roberta Canning, Lavina Dixit,	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:10 a.m.	No Action
2.	Additions to Agenda: None	No Action
3.	<p>Marketing Update:</p> <p><u>Valentine's Day Promo – Love Local (Business Love Local Video's for BIA businesses (home made)/upcoming media & marketing buys):</u></p> <ul style="list-style-type: none"> • Sending out consumer e-news, received over 800 email opens • Social media focusing on supporting local and Valentine's Day promotions • Encouraging businesses to send photos/videos of why they love local • Average 700 opens for each e-news and 40 engagement for social media posts for Valentine's Day • Quantify goals for social media <p><u>Takeout Taste of Brampton:</u></p> <ul style="list-style-type: none"> • March 4-18 • Working with the City of Brampton to use Bandwango to create the Taste of Brampton Pass • This event is promotions focusing on digital media • The Taste of Brampton will be using Instagram reels to promote the • The website will be live by family day • Working with InBrampton to do two social media posts, a sponsored post that features Takeout Taste of Brampton, Valentines day and e- gift card • InBrampton will also be doing contests for the Takeout Taste of Brampton • A.Philip has reached out to 5 social media influencers, to help promote the event • Set up SEO for Google ad work campaign • Mr. Social Eats is helping promote Takeout Taste of Brampton • Sending social media tiles to put up on the Garden square screen, • K.Finnegan joined Facebooks social groups to promote the event • For the printed material focusing on Bookmarks, stickers, and takeout bags • With the Stay at home order not allowed to have Mobile Signs, there might be a chance later on to put them up with the restrictions lifting, waiting to hear back • Macaronz brought up the suggestion to do an event where the BIA covers some of the customers costs 	

	<ul style="list-style-type: none"> • Action: Reach out to the three condominiums in the downtown to distribute the magazines, Parkplace, 9 George, and the Belvedere Any contest or call out for action • The call to action for this edition is to take a selfie with the magazine send it in to the generic email to receive downtown dollars/e-gift card 	A.Philip
4.	<p>Corporate Messaging & Marketing KPI's:</p> <ul style="list-style-type: none"> • S.Godefroy and A.Philip talked about the bigger picture with the Taste of Brampton and Valentine's Day marketing • There has been discussion that the BIA is not doing a good job marketing the downtown • With Brampton being the 9th largest city in Canada, need to do a better job promoting the City • Need new creative to push out on social media • Need to strategize KPI's • Look at either doing more Transit, radio ads, as some people don't see and feel the downtown is fading away especially with the lockdown • Need to decide what the BIA wants to accomplish and then work backwards • Put together seasonal corporate branding and messaging from a designer and push it out in advance • Downtown Brampton businesses can only do so much, businesses are getting tired and starting to feel burnout • Tourism is working on new food guide • Action: Get real dates of the banners and window wraps going up, as well as the art work going in • Action: Set up a meeting with S.Godefroy, A.Philip, and Board of Directors to find new marketing goals and KPI's 	L.Dixit S.Godefroy
5.	<p>Advocacy Marketing: Kicked to the Curbside No More! / TOGETHER WE CAN END THE LOCKDOWN - February 11th Canada Reopens We Are All Essential/Streetsville BIA:</p> <ul style="list-style-type: none"> • Brampton Guardian did a feature on the Marigold + Aster, Hair Lab & Co, and Restyle and the advocacy they have been doing since the closures from November 15, 2020 • There is a support group that will have businesses reopen on February 11, even if the lockdown continues • The businesses need more advocacy from the BIA • Need to promote the businesses and that they are essential, with no businesses there is no BIA • A lot of businesses have bene leaving the downtown, a big loss was the Starbucks • Need to show the efforts that the BIA is putting effort to support the businesses • Need to blast businesses are open for curbside 	

	<ul style="list-style-type: none"> • Show that the businesses are not being “Kicked to the Curb” no more, it is buy local before it is bye local • BIA has to make sure businesses are being supported • Marketing rebates have been a great win, but need more faces on the social media • Show more conversation that businesses are open for curbside • Need to promote the free local delivery , faces of the business owners, and open for curbside • Look at having flags at the four corners, that show free local delivery, and that businesses are open and the importance of supporting local • Need to do more beautification and have strong messages at the four corners • Need something eye-catching for posters to shop local • Action: Get window poster or signage stating Open for business / Kicked to the Curbside no more “we are essential” to support the businesses Downtown is in our ends • Action: Look into feather flag for the four corners 	S.Godefroy & A.Philip
6.	<p>Other:</p> <ul style="list-style-type: none"> • S.Godefroy wrote a letter on behalf of all the BIA’s in the Region of Peel to Regional Councillor with regards to stopping the increase of 1.3% for business tax • Streeville has a campaign that includes signage in their windows with regards to supporting local • Need to continue to write letters to all levels of government 	
7.	<p>Date and Time of Next Meeting:</p> <ul style="list-style-type: none"> • The next meeting will be on Thursday, March 4, 2021 at 9:00-10:30 a.m. 	
8.	<p>Meeting Adjourn: The meeting was adjourned at 10:44 a.m.</p>	