

| Meeting: Downtown Brampton BIA Marketing & Events Team March 4, 2021 | | |
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| Date: | Thursday, March 4, 2021 | Time: 9:00 a.m. - 10:30 a.m. |
| Location: | Zoom Conference Call | |
| PRESENT MEMBERS: | Janin Bartholomew, Grettel Comas, Peeyush Gupta, Jason Palmer, Michael Percival, Kristina Romasco | |
| STAFF: | Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip, Kat Finnegan | |
| CITY REPRESENTATIVE: | Roberta Canning, | |
| Item: | Notes/Minutes: | Actions: |
| 1. | Call to Order (9:00a.m): The meeting was called to order at 9:16 a.m. | No Action |
| 2. | Additions to Agenda: None | No Action |
| 3. | <p>Events Update:</p> <p><u>Takeout Taste of Brampton Update:</u></p> <ul style="list-style-type: none"> • The Takeout Taste of Brampton launched today, and is running until March 18 • There are 21 businesses on board, 12 BIA and 9 outside businesses • The BIA is doing 2 giveaways a week on Instagram, and the grand prize through the Taste of Brampton pass • The BIA is working with the City of Brampton, and working with Bandwango to promote the event and grand prize • Within 36 hours from one social media post there was over 68 downloads, through the pass • Through the pass Bandwango is able to send out text messages for reminders • At the end of the Takeout Taste of Brampton we will be sending out a mandatory survey for restaurants to fill out • For marketing doing similar buys, printing material, 8 mobile signs, digital marketing SEO, InBrampton contest and social media posts, partnering with Mr. Social Eats and influencers to help promote the event • Followers are up 200 within two weeks, by the end of the campaign, and expect to see more • Action: Follow up with message Mr. Social Eats sent out to participating restaurants <p><u>Self-Guided Easter Egg Scavenger Hunt</u></p> <ul style="list-style-type: none"> • The Self-Guided Easter Egg Hunt will take place on March 20- April 4 • Currently have 7 businesses on board • The event will be similar to the Trick or Treat event, with more social media engagement • Action: Create a map to creates a walking path for consumers • Action: Create Easter e-gift guide in the consumer e-news to promote businesses • Action: Create Social media posts that are more engaging with consumers to shop | <p>A.Philip</p> <p>T.Pecoskie-Schweir</p> <p>A.Philip</p> <p>A.Philip</p> |

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| | <ul style="list-style-type: none"> • Action: Start doing call outs for Easter e-gift guide, any business has a promotion or sale to send to A.Philip to include in the consumer e-news | T.Pecoskie-Schweir |
| 4. | <p>Marketing Update: <u>Review February 2021 Marketing Report:</u></p> <ul style="list-style-type: none"> • Goal of 700 opens for the Valentine’s Day consumer e-news, and average was 715 • Social media follower increase 2.6%, goal was 3% • Decrease in Facebook impressions, need to start doing more candid and spring posts to help increase engagement • A.Philip started a TikTok campaign, to feature businesses • Pushing out more contest, it has been more engaging, looking at doing smaller contests weekly as an incentive to come downtown • Action: Send out marketing report to committee <p><u>Summer 2021 Campaign - MARCOM Plan/Goals/Creative & Promotions for summer months:</u></p> <ul style="list-style-type: none"> • Sent out a survey to the membership, and received three responses • What would you like the messaging for the campaign to be • Shop under the Sun, support local campaign • More post cards, stickers and decals promoting events and downtown Brampton • Updating the parking garage and wayfinding posters • Goal is to unify the membership and bringing more consumers into the downtown • Action: Send out the survey again to the membership • Looking at the theme of Shop and Dine under the Sun • Colours: Yellow, teal, and red • A day in the sun, shop, dine and play under the sun • General theme of sunshine and brightness • Theme around here comes the sun with the Beatles • Places to see advertising pushed out: look at the hording at Nelson St, social media (Instagram, Facebook, TikTok) , mobile signs, billboard at Steeles and Hurontario, GO stations, sports fields in Brampton, specifically closer to the downtown • Partner with the library and PAMA to promote the summer campaign • Eight places where the mobile signs go, are at the busiest places in Brampton based on traffic • Action: Look into the mobile signs with pictures and creative costs • Action: Look to see if the Winter Fun Pass is being extended • Ideas to help promote the summer campaign: Photo ops, contests, receipt giveaways, carriage rides, walking tours, busker fests, music, art competitions, battle of the barbers/ chefs, Ladies Night Out, marathon, yoga, fitness classes, graffiti competitions, brining colour to the parking garages, elevator wraps, laneway activations, Garden | <p>A.Philip</p> <p>A.Philip</p> <p>A.Philip</p> <p>A.Philip</p> |

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| | <p>Square activations, an afternoon or evening market, food or ethnic market</p> <ul style="list-style-type: none"> • Action: Review the ideas, and pick 5 that are doable, and one huge crazy idea and work towards it • Action: Go to the designer and give her the general concept of the sun, see what can be done, and rank them • Share the designs with the committee once received • Action: Look at getting quotes on the items that can be done for the summer | <p>BIA Staff</p> <p>A.Philip</p> <p>A.Philip</p> |
| 5. | <p>BIA Communication Policy:</p> <ul style="list-style-type: none"> • Action: Send out the updated communication policy, showing the BIA is posting in a fair manner as the BIA represent businesses in different sectors • Action: Bring the updated communication policy back to the Board of Directors | <p>S.Godefroy</p> <p>S.Godefroy</p> |
| 6. | <p>Other:</p> <ul style="list-style-type: none"> • OBIAA has received notification that DMS service squads are being extended until June • S.Godefroy is putting together more information on what else the BIA can do, and put together how much additional funding is needed • Action: Choose 10 out of the 50 Brampton businesses who received a grant to be featured in the DMS video • Put together a video series on 8-10 Brampton businesses who received the grant, on what they have done with digital transformation grant or what they plan on doing • E-gift card program has been extended, current pilot project has been extended until the end of March • Received additional funding for the e-gift card grant • Action: Meet with 4PaiY to extend the pilot project to the end of summer without payment, except for settlement fees | <p>S.Godefroy & J. Palmer</p> <p>S.Godefroy</p> |
| 7. | <p>Date and Time of Next Meeting:</p> <ul style="list-style-type: none"> • The next meeting will be on Thursday, April 1, 2021 at 9:00-10:30 a.m. | |
| 8. | <p>Meeting Adjourn:</p> <p>The meeting was adjourned at 10:40 a.m.</p> | |