

Meeting: Downtown Brampton BIA Marketing & Events Team April 1, 2021		
Date:	Thursday, April 1, 2021	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Janin Bartholomew, Grettel Comas, Peeyush Gupta, Jason Palmer, Kristina Romasco,	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip, Kat Finnegan	
CITY REPRESENTATIVE:	Roberta Canning, Laura Lukasik, Gurvinder Singh, Kari Veno	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:04 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"> • Taste of Brampton pass was launched beginning of March • There was over 155 check ins and 308 people downloading the pass • There was 20 restaurants who filled out the Taste of Brampton survey • Comments from the businesses mentioned they enjoyed the pass, and liked the new bags, • Businesses suggest having a sponsor, and working with Uber • The TOB Instagram account increased followers by 17% • There was 50k visits to the Taste of Brampton website • Worked with smaller local social media influencers • There was 199 Taste day contest entries, where consumers had to comment their favourite restaurant, giving a certain call to action • 22 people entered their Instagram contest where they uploaded a photo of their takeout to Instagram • The Taste of Brampton was mentioned in the Toronto Sun, Brampton Guardian, Experience Brampton, and the RIC Centre • Look at doing videos, and more influencers help • Inform the businesses the days and time slots to choose from, to make it easier to have more businesses participating in the Taste videos • Need to create clear goals at the beginning of the process <p><u>Virtual Easter Egg Scavenger Hunt Update</u></p> <ul style="list-style-type: none"> • 20 businesses participating in the event, the goal was 15 • Currently have over 21 entries for the contest • With the COVID restrictions we have reduced the event to a scavenger hunt with a map, and contesting • One comment from an individual mentioning that the event was not fun for children • Look at doing more to draw attention for kids in programming virtual events <p><u>Spring into Downtown Brampton Sale</u></p> <ul style="list-style-type: none"> • Looking at doing a virtual sale as in the past year • Feedback to not do a sale at all, but promote businesses promotions and sales 	

	<ul style="list-style-type: none"> • Look at just doing a Mother’s Day consumer e-gift guide <p><u>Downtown Brampton Monopoly</u></p> <ul style="list-style-type: none"> • Create a scavenger hunt game during the month of July based in the businesses of downtown Brampton turning the downtown into the game of Monopoly with posters in businesses windows • Have different games pieces hidden in stores to add a contest for consumers to walk inside stores • Look at adding more content and make this event bigger • Look into adding items such as the Chance card, community chest, or have envelopes that businesses can give out • Action: Look at doing monopoly event into the fall, and being able to put more detail into the event 	<p>T.Pecoskie-Schweir</p>
<p>4.</p>	<p>Marketing Update:</p> <p><u>Summer Marketing & Communication Draft Plan</u></p> <ul style="list-style-type: none"> • Support local campaign • The DBBIA is able to have creative on the Big mobile signs • Looking at doing unique contesting, where consumers can take a picture of their dog in downtown Brampton to enter to win Downtown Dollars/e-gift card • Summer under the Sun is the summer theme • Action: Work on updating the summer creative to include more summer themes • Look at doing a nostalgic feeling, as that is the trend currently • Show real photos of people enjoying the downtown, with masks showing the safety • Look at updating the street banner colours to the blue from the post card to match <p><u>Reports</u></p> <ul style="list-style-type: none"> • Looking at producing the Spring/summer window clings • The yellow hearts in downtown Brampton are getting old and ripping, looking at refreshing the window clings • The window clings would say welcome back • Put a hold on the window clings until the announcement is made later today • Make the window clings smaller than the yellow heart from last year • If businesses are still able to have 25% capacity than try and have window clings out soon • Discover spring magazine went out last month • Printed 15, 000 sent out 12,000 to homes in a 1-5km radius in the downtown • Delivered magazines to the local condos in the downtown • Delivered magazines to the businesses, and the Starbucks in Brampton • Have 4 consumers who have entered the selfie magazine contest 	<p>A.Philip</p>

	<ul style="list-style-type: none"> • Look at using the Activation plan from the Ryerson planning student from fall 2019 and winter 2020 • There were ideas to animate the downtown with COVID-19 restrictions it has been difficult to apply any ideas until we move to the red zone • The downtown Brampton is doing the window wraps, and investigating augmented reality • Looking at an extended patio program, similar to the pop up patios • Action: Start planning activations for when the DBBIA is able to open • Coordinate the patios to be ready to open for June • Look at what can be done for the autumn and winter season to activate downtown Brampton • 65 Queen Street W is looking to get beautification and hoarding done to beautify the area 	S.Godefroy
5.	<p>Date and Time of Next Meeting:</p> <ul style="list-style-type: none"> • The next meeting will be on Thursday, May 6, 2021 at 9:00-10:30 a.m. 	
6.	<p>Meeting Adjourn: The meeting was adjourned at 10:54 a.m.</p>	