

Meeting: Downtown Brampton BIA Marketing & Events Team May 6, 2021		
Date:	Thursday, May 6, 2021	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Janin Bartholomew, Grettel Comas, Dani Jackson, Jason Palmer, Michael Percival	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Kat Finnegan	
CITY REPRESENTATIVE:	Roberta Canning, Laura Lukasik	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:09 a.m.	No Action
2.	Additions to Agenda: None	No Action
3.	<p>Marketing Update:</p> <p><u>Review Marketing Goals for May, June, July & August</u></p> <ul style="list-style-type: none"> Working on marketing e-gift card digital campaign, and developing 4 x 30 second videos <p>Goals for May and June:</p> <ul style="list-style-type: none"> Increase social media followers by 5% Push out bi-weekly contesting Increase website traffic by 5% before June 30th Get 100 new email subscribers by June 30th <p><u>Downtown Video's</u></p> <ul style="list-style-type: none"> Using the videographer Ty Roth to create four different videos to promote the different business industries, and a generic downtown video Quote from videographer is competitive and affordable <p><u>Downtown MARCOM Plan for Summer & Official Kick Off</u></p> <ul style="list-style-type: none"> Working on the summer campaign "Under the Sun" Still finalizing some of the costs for the summer campaign, for social media sponsored posts Doing the regular buy with InBrampton Kick off the summer campaign in June, following the Ontario health guidelines Will need to pivot programming until restrictions are lifted Goal is that the businesses are able to open up after the lockdown restrictions Start a kickoff with InBrampton with a sponsored story, contesting, and banner ads Book the big mobile signs at the beginning of June for the campaign Videos are in-progress to promote the downtown businesses The videos will promote the different businesses in the downtown, and one will be a generic downtown video Working with the drive test centre to do advertisement on their screens Promoting with the summer campaign with printing and mailing out postcards, as well as have the businesses to hand out to their customers 	

	<ul style="list-style-type: none"> • Targeting local residents in the downtown • Promoting with the wayfinding signage, discover magazine, Garden Square Screen <p><u>Summer Discover Downtown Brampton Magazine</u></p> <ul style="list-style-type: none"> • Promote advertisement in the magazine, looing to launch the magazine later than normal • Magazine will run from July –September • Reach out to the festivals to promote their virtual events in the magazine • Promote the different restaurants and patio dining depending on restrictions in the magazine • Hybrid magazine featuring all different business sectors • Promote the Farmers’ market, Rose Theatre • Gather information/events from businesses to push out on social media and magazine 	
<p>4.</p>	<p>Events Update:</p> <p><u>Downtown Monopoly</u></p> <ul style="list-style-type: none"> • Looking to launch a Downtown Brampton Monopoly event in the fall to help increase foot traffic into the downtown • the event will launch for three weeks, where families can grab a map from a participating store and go around the downtown collecting property stickers • once families submit the map the first 100 participants will receive \$20 downtown dollars • Each week there will be a draw for \$200 for the completing maps, there will also be a \$500 prize at the end for one main prize winner • When there is any purchase made at a store, individuals will receive a chance card that could be keep playing, a bonus entry for the main prize, or local prizing from businesses • When individuals make a purchase over \$25 they will receive a community chest card that is guaranteed win, either with mystery downtown dollar value, or a prize • There will be a colouring contest for the kids to enter • Look at launching the event in mid August to avoid the chaos of parents getting kids ready to go back to school • Looking at having big game pieces to take pictures with for selfie stations • Bring consumers into the downtown, and incentive to bring individuals into the downtown with construction • There will be one entry per adult, and a contest for children <p><u>Downtown Activations Update</u></p> <ul style="list-style-type: none"> • Did not discuss 	
<p>5.</p>	<p>Other:</p> <ul style="list-style-type: none"> • Action: Reach out to the City of Brampton to see if they are doing any decorations for Canada’s Day 	<p>S.Godefroy</p> <p>S.Godefroy</p>

	<ul style="list-style-type: none"> • Action: Have the BIA do some window activations, and Canada Day decorations following what the City of Brampton is doing • Action: Reach out to City's events team with regards to City Canada's Day activation • There will be a Pride virtual flag raising on June 1st • There will also be different pride activations happening from June 6-12 all • There will be a virtual Pride in the Square event happening on June 13th • The East Coast Kitchen Part on July 17th, and Stomp and Stampede event on August 14th will all be virtual events <p><u>Decal/Bags</u></p> <ul style="list-style-type: none"> • Did not discuss 	T.Pecoskie-Schweir
6.	<p>Date and Time of Next Meeting:</p> <ul style="list-style-type: none"> • The next meeting will be on Thursday, June 3, 2021 at 9:00-10:30 a.m. 	
7.	<p>Meeting Adjourn: The meeting was adjourned at 10:50 a.m.</p>	