

Meeting: Downtown Brampton BIA Marketing & Events Team June 3, 2021		
Date:	Thursday, June 3, 2021	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Janin Bartholomew, Peeyush Gupta, Mike Percival	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Kat Finnegan	
CITY REPRESENTATIVE:	Roberta Canning, Laura Lukasik, Gurvinder Singh	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:11 a.m.	No Action
2.	Additions to Agenda: Add local box under marketing update under item 5	No Action
3.	<p>Marketing Update: <u>Summer MARCOM Plan</u></p> <ul style="list-style-type: none"> • Artwork for Under the Sun summer campaign is being updated with new photography, and the BIA will be slowly unveiling as the economy opens • There are a number of media buys towards the summer campaign • Social media, mobile signs, InBrampton, videos produced to highlight the different businesses in the downtown • Highlighted different businesses that are not always marketed • Showed all four videos to the Marketing & Events Team • Did a call out for businesses to participate in the videos • Videos were a great cost, and looking to do more videos throughout the summer campaign • Looking at creating different video themes such as outdoor patio, hair and beauty, fitness, and another feature of professional services • The videos can be displayed anytime throughout the year, not just strictly for the summer time • Look at creating a video that focuses on Bakeries/Farmers' market • Bakeries: Das Brezel Haus, Nova Grill, Cristina Tortina, Macaronz • Another video theme could be focusing on the Brampton Heritage, ex heritage walking tour, arts, culture, heritage buildings, PAMA, Rose Theatre, etc. • Look at producing the video for heritage and culture later when they are able to open up again, which could be in January 2022 • Action: Release the current videos and then work on creating outdoor patio/food, fitness and health, hair and beauty, and outdoor heritage in the downtown videos • Do a call out to give businesses a fair opportunity to be promoted • Look at producing videos of streetscape, different sectors Queen St East west, Main Street South and North, etc. • The BIA booked media buys with the drive test centres, a contract that runs all summer, and producing different tiles throughout the summer, weekly impressions are 2.6 million • Could not book Brampton transit due to COVID-19 • The BIA is working on producing 5"x7" post cards throughout the summer where one side will be promoting the Under the Sun 	S.Godefroy

	<p>campaign, pushing out content such as the Farmer’s Market, co-op advertising for downtown businesses, promoting activations</p> <ul style="list-style-type: none"> • Print 5000 postcards distribute through Canada Post to homes in the downtown • Charge businesses \$150 to be part of the co-op advertising for the post card <p><u>BRAMOPOLY MARCOM Plan</u></p> <ul style="list-style-type: none"> • Did not discuss <p><u>Summer Discover Downtown Brampton Magazine</u></p> <ul style="list-style-type: none"> • The BIA is recommending to delay the distribution of the magazine, until businesses are in a better place and are able to open • Delay summer edition to August and cover activations from August-October • Another option is to reprint the spring edition and tweak it up and focus on professional services and print 5,0000 copies • Distribute magazines and post cards outside of the downtown core, and reach out to the other areas in Brampton • Look at targeting outside areas of Brampton for example Caledon, Georgetown, etc. • Action: Come back with a strategy to target different areas for the magazines, and post cards • Action: Bring back a summary of post card an magazine campaign and get it out to the committee by next week 	<p>S.Godefroy</p> <p>S.Godefroy</p>
<p>4.</p>	<p>Events Update:</p> <p><u>BRAMOPOLY</u></p> <ul style="list-style-type: none"> • Running a three activation from August 14-September 4 • Throughout the three weeks consumers are able to collect a map from a participating businesses • Once consumers collect all 22 businesses stickers and submit the map they will be entered to win downtown dollars • The first 100 consumers to submit their map will automatically get \$20 downtown dollars • Every week during the three weeks of the activation, there will be a draw for \$200 downtown dollars with all the maps submitted • At the end of the activation there will be a grand prize draw of \$500 downtown dollars • When consumers make any purchase from a participating business and they will receive a Play card, play cards will have a downtown dollars, prizes from businesses, or Keep playing • When consumers make a purchase over \$25 dollars they will receive a Discover card that will have a mystery downtown dollar value, prizes for businesses, and a bonus entry into the grand prize draw • Receive a quote from Classic display to get 6’ tall pawn pieces for selfie stations, that businesses could sponsor • The quote was \$8,000 for the 4 feet tall pawn pieces, in different colours to create a game aspect 	

	<ul style="list-style-type: none"> • The pawn pieces are built for all types of weather • Action: reach out to the City of Brampton to get permission and see where these pieces can be placed • Looking at adding one more week, to make it a month long activation • Looking at around \$18,000 to implement this activation • Have QR codes on posters and selfie stations for consumers to be able to scan and pull up the contest and rules for the game <p><u>Fall Activations</u></p> <ul style="list-style-type: none"> • For the fall looking to do the Pumpkin giveaway and food drive as in last year • Do a takeout Taste of Brampton event for two weeks in October • Look at doing a Trick or Treat and Ladies Night out activation 	T.Pecoskie-Schweir
5.	<p>Love Local Box:</p> <ul style="list-style-type: none"> • S.Godefroy received quotes from a local business to put together love local downtown Brampton box • A box that consumers can buy, focusing on retail or packaged food that is not time sensitive, looking to launch this in the fall • Consumers would have to buy in advance online • This would be farmed out, but BIA will organize the business on board, and do the branding • Focus on themes down the road, and leading up to the holidays • The Love local box priced between \$60-70 and have 4-8 items inside the box • Based on experience the price point between \$60-75 is what consumers can get behind • There would be a select amount launch during the fall • Use the downtown Brampton delivery service, to get this delivered to the consumer • These boxes could be focused on for her, him, or kids • Incorporate this information into post cards, and digital marketing • Action: Bring back to staff to put together a strategy and proposal and bring back to Marketing & Events team in the next meeting <p><u>Other</u></p> <ul style="list-style-type: none"> • Garden Square will be launching their virtual events with Pride In the Square on June 13th, East Coast Kitchen Party on July 17th, and Stomp'n Stampede on August 14th 	S.Godefroy
6.	<p>Date and Time of Next Meeting:</p> <ul style="list-style-type: none"> • The next meeting will be on Wednesday, June 30, 2021 at 9:00-10:30 a.m. 	
7.	<p>Meeting Adjourn: The meeting was adjourned at 10:42 a.m.</p>	