

Meeting: Downtown Brampton BIA Marketing & Events Team June 30, 2021		
Date:	Wednesday, June 30, 2021	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Janin Bartholomew, Grettel Comas, Safra Farouque, Peeyush Gupta, Jason Palmer, Carrie Percival, Mike Percival,	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Kat Finnegan	
CITY REPRESENTATIVE:	Roberta Canning, Laura Lukasik, Gurbinder Singh	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:07 a.m.	No Action
2.	Additions to Agenda: Marketing Membership opportunities	No Action
3.	<p>Digital Main Street Update:</p> <ul style="list-style-type: none"> • Digital Main Street service Squad contract was renewed from April 8-June 16, 2021 • Winged Whale Media (WWM) is just wrapping up few items • With the new contract extension there was 400 additional hours and Winged Whale Media did 420 hours • With the extended contract WWM worked with fewer clients than the first time around • Fewer companies reached out, but allowed WWM to work longer hours with businesses who reached out • There was not as much uptake from the BIA membership • WWM reached out to Board of trade and BEC, the contract extension opened up DMS to all of Brampton • WWM created digital strategies, program activations, taught ad by management, SEO support, Social media management, content creation for organizations • Spent a lot of time training people on how to use Instagram, despite all the resources, and webinars done previously • Digital strategies for businesses was most time consuming, helping businesses create action plans took 8-10 hours per business, as well as looked at competitors analysis • Gave them tools and actionable items ex. how to start a blog • Put everything into a formalized report for business to utilize • WWM did a webinar for OBIAA on the improvement guide they designed for DBBIA and it was made public to all of Ontario • WWM talked to businesses who received the DMS 2.0 grant to make sure they submitted their receipts • Digital Transformation grant 3.0 opens up on July 19th • DMS3.0 will only for businesses who have not applied in the past • The BIA will be submitting another grant to apply in for DMS 3.0 for another Digital Service Squad • Review the businesses who have not applied, and target them to apply for DMS 3.0 grant • 160/300 businesses signed up and 60 received the grant • Big gap of businesses who wanted the money, but didn't follow through 	

	<ul style="list-style-type: none"> • WWM was very aggressive helping the businesses get the money, sharing screens, helping them fill out information and all they had to do was hit Submit and they didn't do it • Hired Social Media Coordinator July 7- September and a fall social media coordinator • Action: Look at putting together a digital information package to drop off to businesses • Action: Send DMS report to the Marketing & Events committee 	<p>S.Godefroy</p> <p>S.Godefroy</p>
<p>3.</p>	<p>Marketing Update: <u>Summer Marcom Plan</u></p> <ul style="list-style-type: none"> • The summer marketing campaign kicked off on June 21 • Recently did a post card drop and printed posters for businesses and parking garage posters • Working on the July post card, there will be a opportunity for 3 businesses to do a co-op ad on the back • Currently there are two businesses who have booked ad • Setting up next week to do more video shoots, featuring patio's, hair & Beauty, health, and bakeries • Recently done a summer photo shoot with Custodio Studio and M.Michael Photography • Action: Send a link to committee with the photography from the summer photoshoot <p><u>BIA FREE Delivery Program Update</u></p> <ul style="list-style-type: none"> • Sent out an RFP for delivery program in May, 2021 • Received quotes from original provider Hopin and another from a company called Deeleeo • Looking to continue with the program or switch providers • Currently paying a flat rate of \$13.50 in Brampton and there are fees for outside where the businesses cover the difference • Currently 5 businesses that are utilizing this program on a regular basis • From October – May the BIA has spent over \$12k • Looking to see if the DBBIA should consider to continue the program or put a hold on the program with the economy starting to reopen and wait until holidays to continue • Action: Give everyone a 2 week window to inform that the program is wrapping up • Send out information to businesses to connect with Hopin to set up their own agreements <p><u>BRAMOPOLY Marcom Plan</u></p> <ul style="list-style-type: none"> • Action: Sending out marcom plan out next week <p><u>Discover Downtown Brampton Summer Edition</u></p> <ul style="list-style-type: none"> • Focus on a fall/holiday magazine edition <p><u>Promotional Membership Bags</u></p> <ul style="list-style-type: none"> • Create a love local bag, and have 50 bags on hand on a monthly basis and distribute at the Farmers' Market or activations 	<p>S.Godefroy</p> <p>S.Godefroy</p> <p>S.Godefroy</p> <p>S.Godefroy</p>

	<ul style="list-style-type: none"> • Have the Activation Coordinator collate the bags at the Farmers' Market • Create reusable bags and use them at participating stores to get a discount • Look at launching this in the fall, and take time to see what businesses would be interested in being part of this campaign • Action: Take ideas and put together proposal and how the program would work on a regular basis and decide on there when to roll it out • Action: Put a blurb in the e-news for businesses to reach out to The Scented L'air for their activation with their marketing bags 	<p>S.Godefroy</p> <p>T.Pecoskie-Schweir</p>
4.	<p>Upcoming Marketing Planning: <u>Construction Marketing</u></p> <ul style="list-style-type: none"> • Action: Need to set up planning meetings for construction marketing • Action: Set up a holiday marketing campaign and have plan set up for end of August 	<p>T.Pecoskie-Schweir</p> <p>T.Pecoskie-Schweir</p>
5.	<p>Events Update: <u>BRAMOPOLY</u></p> <ul style="list-style-type: none"> • Launching BRAMOPOLY activation from August 14- September 4 • Almost have 20 businesses signed up for the activation • Will feature different areas of the downtown on the game map • The first 100 maps submitted will receive \$20 downtown dollars • Every week will be doing a draw to give away \$100 downtown dollars • At the end will do a draw for the grand prize of \$500 downtown dollars • Getting game pieces created to be selfies stations spread out in the downtown, businesses can sponsor these selfie stations • When individuals take pictures they will be entered to win \$100 downtown dollars • The DBBIA will be promoting this activation at the Farmers' Market, mobile signs, and working with InBrampton 	
6.	<p>Date and Time of Next Meeting:</p> <ul style="list-style-type: none"> • The next meeting will be on Thursday, August 5, 2021 at 9:00-10:30 a.m. 	
7.	<p>Meeting Adjourn: The meeting was adjourned at 10:46 a.m.</p>	