

Meeting: Downtown Brampton BIA Marketing & Events Team August 5, 2021		
Date:	Thursday, August 5, 2021	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Janin Bartholomew	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Kristina Romasco, Kat Finnegan, Nila Sureshkumar	
CITY REPRESENTATIVE:	Gurvinder Singh	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:08 a.m.	No Action
2.	Additions to Agenda: Nelson Street Parking Garage Activation	No Action
3.	<p>Marketing Update:</p> <p><u>Strategic Marketing</u></p> <ul style="list-style-type: none"> • Had a meeting with Downtown Brampton BIA Board of Directors last month, and went over strategic marketing goals • Meet current goals for the end of September • 5% social engagement increase • 2-3 videos a week as well as a weekly blog • K.Romasco will be reaching out to businesses on who their customers are <p><u>BRAMOPOLY Marcom Plan</u></p> <ul style="list-style-type: none"> • Activation starts on August 14 • Teaser social media posts have started • There are going to be dedicated posts throughout the whole activation • SEO promotions starts on August 14th • Using influencers: Daniel Lewis and the Exploring family to target two different demographics • Filming videos next Thursday, of a family doing all the activities • Farmers' Market Booth activation will start on August 14th • Working with INBrampton to do social media posts, banner ads, and contesting • Changing the messaging on drive test centres, and big mobile signs • Pushing out the activation in the consumer e-news • There are going to be selfie stations located in different areas in the downtown <p><u>Holiday Marketing</u></p> <ul style="list-style-type: none"> • Had a brainstorming meeting last week to discuss holiday planning • Looking at doing a shine bright theme with colours such as gold, silver, and green • There will be dedicated planning sessions for this meeting • Send any ideas to T.Pecoskie-Schweir, and K.Romasco • Looking at doing donations of toys, shoes for the community • Looking at doing activations such as: Spot Santa, Breakfast with Santa, Ladies Night Out, Shopping week, scavenger Hunt, and Horse 	

	<p>& Carriage rides, Holiday walking tour, carolling, story book tour in the businesses windows</p> <ul style="list-style-type: none"> • Use activation ideas from Ryerson Students from last year <p><u>Discover Downtown Brampton Holiday edition</u></p> <ul style="list-style-type: none"> • The magazine will be started in the next six weeks, any ideas for articles send to K.Romasco • The magazine should be ready for beginning of October to go to print <p><u>Summer under the Sun</u></p> <ul style="list-style-type: none"> • There were professional photos taken, and being posted on Instagram • Contesting going on right now • There are video reels being posted • Launched TikTok there are different videos going up weekly • Post card drop with Summer Under the Sun and BRAMOPOLY going out soon 	
<p>4.</p>	<p>Events/ Activation Update:</p> <p><u>Downtown BRAMOPOLY</u></p> <ul style="list-style-type: none"> • Launching August 14 – September 4, 2021 • Go around the downtown and collect stickers from the 20 participating businesses • The first 100 people to submit their maps will receive \$20 downtown dollars • When consumers make a purchase at a participating store under \$25 receive a play card, an opportunity to win a prize or keep playing • When consumers make a purchase over \$25 they will receive a Discover Card which is a guaranteed prize • There are selfie stations in the downtown that individuals can take pictures with and be entered to win \$100 downtown dollars on Instagram <p><u>Taste of Brampton</u></p> <ul style="list-style-type: none"> • Sent out applications to new and past restaurants who have participated in the past Taste of Brampton events • The BIA will be working again with the City of Brampton to be launching the Taste of Brampton Pass again this year, it was successful from the Spring Takeout Taste of Brampton • Applications are due end of August <p><u>Pumpkin Giveaway</u></p> <ul style="list-style-type: none"> • last year partnered with Regeneration to give away a pumpkins when individuals donated food for Thanksgiving • It was successful activation last year, and will continue to do it again this year <p><u>Halloween</u></p> <ul style="list-style-type: none"> • Look at doing a Haunted House at Wendel Clark’s • Have characters not too scary walking around the downtown, look at talking to high school drama department • Create a Scavenger Hunt similar to BRAMOPOLY 	

	<p><u>Nelson Street - Activations</u></p> <ul style="list-style-type: none"> • Looking to activate the downtown with restaurant pop ups on Nelson Square parking garage • Look at doing a Co-op food truck location Ex. food businesses one in each corner, and have seating • Host the pop up for multiple weekends, help bring traffic from Farmers' Market into the downtown • Will have to bring restaurants from outside the BIA as well, it will not be exclusive to the BIA businesses it will be a partnership for all of Brampton • Leverage the Nelson Square rooftop activation with the Taste of Brampton • Need a lot of planning and more resources and partnerships with the City of Brampton and Downtown Brampton BIA • There is a not a lot of time to pull this off by September, could be a winter activation to be realistic There could be a cultural partnership program ex. Carabram • Action: Look into Activations happening in the downtown , ex. Movies, Live Music • Suggestions to activate key areas with live music, ex. Lunch time music or a parklette artists • Action: Look into Busker by-laws and programs, then do a call out • Have a live band and stage ag 65 Queen St W and have individuals sit on the parklette and enjoy music and food • Find a space, then do a call out to the public for buskers and amateur performers 	
<p>5.</p>	<p>Date and Time of Next Meeting:</p> <ul style="list-style-type: none"> • The next meeting will be on Thursday, September 2, 2021 at 9:00-10:30 a.m. 	
<p>6.</p>	<p>Meeting Adjourn: The meeting was adjourned at 10:24 a.m.</p>	