

Meeting: Downtown Brampton BIA Marketing & Events Team September 9, 2021		
<b>Date:</b>	Thursday, September 9, 2021	<b>Time:</b> 9:00 a.m. - 10:30 a.m.
<b>Location:</b>	Zoom Conference Call	
<b>PRESENT MEMBERS:</b>	Grettel Comas, Peeyush Gupta, Caroline Liburd, Sean Liburd	
<b>STAFF:</b>	Teagan Pecoskie-Schweir, Kristina Romasco, Katarina Finnegan	
<b>CITY REPRESENTATIVE:</b>		
Item:	Notes/Minutes:	Actions:
<b>1.</b>	<b>Call to Order (9:00a.m):</b> The meeting was called to order at 9:05 a.m.	No Action
<b>2.</b>	<b>Additions to Agenda:</b> <ul style="list-style-type: none"> <li>• Add new publicity package under item 3</li> </ul>	No Action
<b>3.</b>	<p><b>Marketing Update:</b></p> <p><u>Bramopoly</u></p> <ul style="list-style-type: none"> <li>• Farmers' Market activation for three weeks, and drew a lot of individuals on Saturday's to play the game</li> <li>• Bramopoly was picked up by six publications</li> <li>• The professional videos turned out great</li> <li>• Did a campaign with InBrampton</li> <li>• There was lots of hits to the website</li> <li>• Post card drop, influencers, and paid ads</li> <li>• Came in under budget for the campaign</li> </ul> <p><u>Summer Under the Sun</u></p> <ul style="list-style-type: none"> <li>• Campaign ran from June to September</li> <li>• Did a lot of social media (TikTok, reels, professional aspects such as photography, videos, and print material)</li> <li>• Worked with InBrampton, and had an increase on followers for Facebook</li> <li>• Just received the videos for hair and beauty and Thank you, they turned out great</li> <li>• Did a lot of contesting through the summer, with some being boosted</li> </ul> <p><u>Comprehensive Marketing</u></p> <ul style="list-style-type: none"> <li>• Determining marketing and advertising goals for 2022</li> <li>• Current marketing position</li> <li>• Looking at the target market, and reaching out to businesses to see who their customers are and develop an audience personas</li> <li>• Creating timelines for task</li> </ul> <p><u>Social Media</u></p> <ul style="list-style-type: none"> <li>• Created a new TikTok account</li> <li>• Focusing on the mood of smiling faces and professional photography for Instagram</li> <li>• Following content calendar with posts everyday with different themes</li> <li>• Posting videos 2-3 times a week (TikTok, Reels and animated slideshows) to help increase engagement</li> <li>• Boosting strategic posts</li> </ul>	

	<ul style="list-style-type: none"> <li>• Summer Under the Sun contesting was boosted and got more engagement from consumers</li> <li>• Facebook increased reach by 39.9% and Instagram increased by 178%</li> <li>• The BIA TikTok account has almost 400 followers and one video went viral with over 69k views</li> </ul> <p><u>August Goals</u></p> <ul style="list-style-type: none"> <li>• Met the goal of increasing engagement for 5% across all channels</li> <li>• Adjusting the goal to do 3 blog posts per month on the BIA website</li> </ul> <p><u>September Projects</u></p> <ul style="list-style-type: none"> <li>• Discover Downtown Magazine</li> <li>• Taste of Brampton</li> <li>• Holiday 2021 campaign</li> </ul> <p><u>Taste of Brampton</u></p> <ul style="list-style-type: none"> <li>• There are 23 businesses who have signed up, just following up with a few more businesses</li> <li>• Working on different themes for the marketing content</li> <li>• Going with the third concept, as it catches the eye</li> <li>• Bringing back the daily gift card giveaways</li> <li>• Having an activation coordinator be at the Farmers’ Market booth to help promote the Taste of Brampton</li> <li>• Promoting food videos on the Garden Square screen</li> <li>• Doing professional photography and videos again</li> <li>• Lined up InBrampton contesting and banner ads and posts</li> <li>• Working with influencers and doing a post card drop</li> <li>• Big mobile signs are in the works</li> <li>• Start pushing out the Taste of Brampton during the last week of September</li> </ul> <p><u>Discover Downtown Holiday Magazine</u></p> <ul style="list-style-type: none"> <li>• Shine Bright is the theme for the magazine and holiday campaign</li> <li>• Looking at a 20 page magazine as in the past</li> <li>• In the readers digest format, easier to carry around</li> <li>• Focus on promoting parking</li> <li>• 2 page spread for Diwali as there is a lot of content from local business owners</li> <li>• Incorporating articles on Gift giving, and carriage rides</li> <li>• Look at having an ad about construction</li> <li>• There has been a request for a Kwanzaa spread</li> </ul> <p><u>Construction Marketing</u></p> <ul style="list-style-type: none"> <li>• Focusing on a campaign for all roads lead to Brampton for construction</li> <li>• Show how easy it is to get downtown with construction</li> <li>• Incorporating the different Parking Garages in the downtown</li> <li>• Weekly update videos similar to what downtown Huntsville is doing for their construction campaign</li> </ul>	
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<p><b>4.</b></p>	<p><b>Events/ Activation Update:</b></p> <p><u>Pumpkin Giveaway</u></p> <ul style="list-style-type: none"> <li>• Working with Regeneration to do the pumpkin giveaway and food drive before Thanksgiving</li> <li>• Following up with the farmers to confirm pumpkins for the event</li> <li>• Pushing out this initiative on social media leading up to the event</li> </ul> <p><u>Halloween</u></p> <ul style="list-style-type: none"> <li>• Looking to launch Spookytown that will take place every Saturday in October from October 16-30, 2021</li> <li>• Have a monster hunt with a high school drama department</li> <li>• Turn it into a scavenger hunt where families have to find the monsters and write down what store each monster was hiding in</li> <li>• Looking to do an activation on the October 30 where it is a registered event where families can take photos, get candy, promotional material, colouring maps</li> </ul>	
<p><b>5.</b></p>	<p><b>Other:</b></p> <p><u>Ladies Night Out:</u></p> <ul style="list-style-type: none"> <li>• Wait for summer time to do a fun activation and avoid the cold, do it when we are able to do the activations properly</li> <li>• With the cold and having certain store capacities it will make it difficult to do an event done right</li> </ul> <p><u>Marketing:</u></p> <ul style="list-style-type: none"> <li>• Promote more advertisement on radio stations, and ethnic radio stations</li> </ul>	

	<ul style="list-style-type: none"><li>• Look at doing a raffle or prizes at the Gage Park skating rink to help push those consumers north into the downtown</li></ul>	
<b>6.</b>	<b>Date and Time of Next Meeting:</b> <ul style="list-style-type: none"><li>• The next meeting will be on Thursday, October 7, 2021 at 9:00-10:30 a.m.</li></ul>	
<b>7.</b>	<b>Meeting Adjourn:</b> The meeting was adjourned at 10:11 a.m.	