

Meeting: Downtown Brampton BIA Marketing & Events Team October 7, 2021		
<b>Date:</b>	Thursday, October 7, 2021	<b>Time:</b> 9:00 a.m. - 10:30 a.m.
<b>Location:</b>	Zoom Conference Call	
<b>PRESENT MEMBERS:</b>	Janin Bartholomew, Peeyush Gupta, Jason Palmer	
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir, Kristina Romasco, Katarina Finnegan	
<b>CITY REPRESENTATIVE:</b>	Laura Lukasik	
Item:	Notes/Minutes:	Actions:
<b>1.</b>	<b>Call to Order (9:00a.m):</b> The meeting was called to order 9:07 a.m.	No Action
<b>2.</b>	<b>Additions to Agenda:</b> None	No Action
<b>3.</b>	<p><b>2022 Marketing &amp; Events Draft Budget:</b></p> <ul style="list-style-type: none"> <li>• Based the 2022 Marketing &amp; Events budget for \$172k, this is based on what has been done in the past and what can be done</li> <li>• K. Romasco put together an overview of what the year looks like, and how much coverage is done throughout the year</li> <li>• Included new events such as Pumpkin Giveaway and BRAMOPOLY into the budget</li> <li>• There was a lack of professional services promoted throughout the year, put together something for the Professional Services at the beginning of the year</li> <li>• The magazine would run twice a year \$30k</li> <li>• Looking to do more outdoor activations for next year</li> <li>• Look at doing two Ladies Night Out, one in May and another in December</li> <li>• Summer brand promotion, this year the DBBIA did the summer under the sun campaign and it cost around \$20k</li> <li>• Trick or Treat event has been rebranded for this year and will hopefully come back to the old version next year</li> <li>• Spend your dollars is a new campaign, with over \$50k downtown dollars out in the public, the DBBIA wants to encourage consumers to spend their dollars</li> <li>• Broke the budget down into different categories and prices to show to the board for the Marketing &amp; Events budget</li> <li>• <b>Action:</b> Update the carriage line to \$20k compared to previous years</li> </ul>	
<b>4.</b>	<p><b>Events Update:</b></p> <p><u>Pumpkin Giveaway &amp; food drive</u></p> <ul style="list-style-type: none"> <li>• The Pumpkin Giveaway and Food drive was a great success last week</li> <li>• Gave away 300 pumpkins, and collected 586lbs of food and raised \$459.75 in monetary donations</li> <li>• All food and proceeds went to Regeneration</li> </ul> <p><u>Taste of Brampton Update</u></p> <ul style="list-style-type: none"> <li>• There are 23 restaurants on board for the Taste</li> <li>• The Taste runs from October 14-28, 2021</li> <li>• The DBBIA will be delivering items to the businesses end of this week</li> <li>• The DBBIA is working with the City of Brampton again with the Taste of Brampton pass</li> </ul>	

	<ul style="list-style-type: none"> <li>• This is how consumers will be entered to win the grand prize, and measure who went to which restaurants throughout the Taste</li> </ul> <p><u>Spooktacular Saturday</u></p> <ul style="list-style-type: none"> <li>• Central Peel High school students installed planters, gearing up for painting activation October 16 at Nelson’s Rooftop</li> <li>• On October 30 there will be three food trucks at the base of Nelson Squares Parking garage</li> <li>• The day of there will be activations such as a Fitness class in the morning by A1 Fitness, pumpkin patch pop up, pumpkin decorating, looking to bring in a live DJ</li> <li>• <b>Action:</b> reach out to the Rangers and the Boys and Girls club to help out with the activation</li> <li>• The City of Brampton will be doing the Great Pumpkin Party in Ken Whillans Square with free giveaways, popcorn, hot apple cider, and live entertainment on November 1</li> <li>• Halloween movies will be playing in Garden Square on October 30 &amp; 31</li> </ul> <p><u>Holiday Planning</u></p> <ul style="list-style-type: none"> <li>• There will be Carollers Dec 4, 11, 18 from 1-3pm and 5-7pm on Tuesday evenings</li> <li>• There will be a honorarium to Christian heritage for \$100</li> <li>• The City of Brampton will be playing movies in Garden Square</li> <li>• There will be no staff working on weekends, anything that requires tech is not available</li> </ul>	S. Godefroy
5.	<p><b>Marketing Update:</b></p> <p><u>Magazine Update</u></p> <ul style="list-style-type: none"> <li>• All the articles and photos have been submitted to the designer, should be receiving a proof soon</li> <li>• Looking to go to print soon for October 13/15</li> <li>• Printing 20k copies, with 18k being delivered to homes and 2k to the businesses during the first week of November</li> <li>• There is \$1,892 for ad revenue to the DBBIA</li> </ul> <p><u>Taste of Brampton marketing plan</u></p> <ul style="list-style-type: none"> <li>• Marketing has already started, there are mobile signs and they are live now</li> <li>• Doing social media campaigns across five accounts: Facebook, Taste of Brampton, DBBBIA Instagram, twitter, and TikTok</li> <li>• Doing a daily giveaway between the restaurants and businesses on Instagram, consumers need to follow both the DBBIA and restaurants</li> <li>• So far have seen a huge jump on social media</li> <li>• K. Romasco has done a print ad in the curious guide</li> <li>• Currently using six influencers to promote the Taste</li> <li>• Using SEM through same channels</li> <li>• Created a wheel of meals, where you can spin virtually and it gives you suggestions on where to eat</li> </ul>	

	<ul style="list-style-type: none"> <li>• Mobile Taste pass will be a form of tracking</li> <li>• Doing a 5k post card drop in the mail to a 5km radius in the downtown</li> <li>• Partnering with InBrampton running a contest, and banner ad for 57k views</li> <li>• Printed posters to go in the shop windows, parking garage posters, and wayfinding signs</li> <li>• The Taste will be promoted on the Garden Sq. screen, and Farmers' Market booth</li> <li>• E-news going to over 3k residents</li> <li>• Media release being sent to radio, and print publications</li> <li>• Using electronic posters and driving centres to promote as well</li> </ul> <p><u>Downtown Visits Survey results</u></p> <ul style="list-style-type: none"> <li>• Promoted in the last 2-3 consumer e-news had an option to answer 2-3 question survey</li> <li>• There was over 266 respondents, and it went out to over 3k people</li> <li>• Questions included in how often would you recommend downtown for a visit average rating was a 4.3/5</li> <li>• 82.7% respondents would definitely recommend the downtown to visit</li> </ul> <p><u>Holiday marketing initiatives</u></p> <ul style="list-style-type: none"> <li>• went through programming – mid November to end of January</li> <li>• Radio ads for 15 seconds is \$375</li> <li>• K.Romasco looking at advertising on podcasts on Spotify</li> </ul>	
<p><b>6.</b></p>	<p><b>Date and Time of Next Meeting:</b></p> <ul style="list-style-type: none"> <li>• The next meeting will be on Thursday, November 4, 2021 at 9:00-10:30 a.m.</li> </ul>	
<p><b>7.</b></p>	<p><b>Meeting Adjourn:</b> The meeting was adjourned at 10:30 a.m.</p>	