

Meeting: Downtown Brampton BIA Marketing & Events Team November 4, 2021		
Date:	Thursday, November 4, 2021	Time: 9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Janin Bartholomew, Kenna Fay, Peeyush Gupta	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Kristina Romasco, Katarina Finnegan	
CITY REPRESENTATIVE:	Samantha Wilson	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order 9:04 a.m.	No Action
2.	Additions to Agenda: None	No Action
3.	<p>Events Update:</p> <p><u>Spooktacular Saturday</u></p> <ul style="list-style-type: none"> • Central Peel students helped plant the planters at the Nelson’s Rooftop • Given out over 100 treat bags in Daily Times Square, there was also a photo booth in that kids area • With the cold and rain there was not a lot of turnout • Nelson’s Rooftop had food trucks, DJ, pumpkin carving, and pumpkin carving contest • Concerns leading up to fencing and weather <p><u>Holiday Planning</u></p> <ul style="list-style-type: none"> • There will be Shine Bright celebration the weekend of November 26 & 27 featuring NorthFire Circus walking around in LED costumes, and a fire performance, hot chocolate and visits with Santa on the Friday • On the Saturday there will be Elsa and Anna from Frozen, crafts done by the Rangers, hot chocolate, ice carver, and Envirodrum to do a performance • On the Saturday’s in December there will be photos and meet and greets with Santa and princesses • The DBBIA will be promoting the story walk in partnership with Brampton Library, similar to a scavenger hunt where families will go from one business to another to read the full book and chances for prizes to be one • The DBBIA will be kicking off Gift Tour on November 26 to December 14 as well • Gift Tour is similar to BRAMOPOLY where families can get a map from one of the 15 participating businesses and collect stickers to be entered to win the grand prize draw of \$150 downtown dollars • If consumers make a purchase while playing the game they will receive a present card which will have a prize inside 	
5.	<p>Marketing Update:</p> <p><u>Magazine Update</u></p> <ul style="list-style-type: none"> • The holiday magazine is out • It is getting delivered to 18,000 homes in the downtown area • Magazines are being delivered to businesses this week • This magazine covers Diwali as well 	

