

Meeting: Downtown Brampton BIA Marketing & Events Team December 2, 2021		
Date:	Thursday, December 2, 2021	Time:
		9:00 a.m. - 10:30 a.m.
Location:	Zoom Conference Call	
PRESENT MEMBERS:	Janin Bartholomew, Kenna Fay, Michael Percival, Marsha	
STAFF:	Teagan Pecoskie-Schweir, Kristina Romasco, Katarina Finnegan	
Item:	Notes/Minutes:	Actions:
<b>1.</b>	<b>Call to Order (9:00a.m):</b> The meeting was called to order 9:04 a.m.	No Action
<b>2.</b>	<b>Additions to Agenda:</b> None	No Action
<b>3.</b>	<p><b>Events Update:</b></p> <p><u>Shine Bright Celebration Follow up</u></p> <ul style="list-style-type: none"> <li>• Shine Bright Celebration happened on Nov 26 and Nov 27</li> <li>• On the Friday evening had businesses stay open late, had NorthFire Circus do an hour of programming in LED costumes, and then a fire show to end the evening, had hot chocolate and Santa as well</li> <li>• There was good attendance for the fire show, but it was a cold and windy night</li> <li>• Within two weeks prior to the event the BIA was informed fencing would have to go up, and there was a lot of back and forth with the City of Brampton it wasn't until Nov 22 the BIA got the okay that everything was okay to proceed</li> <li>• Not giving much time to promote the weekend</li> <li>• On the Saturday had an ice carver, hot chocolate, Arts &amp; Crafts, Elsa and Anna from Frozen, and Envriodrum perform</li> <li>• Attendance was slow throughout the day but picked up near the end</li> <li>• Need to consider in the future for planning events at night to stick towards more adult activation, and family activities earlier in the day</li> </ul> <p><u>Holiday Photos with Santa &amp; Princesses</u></p> <ul style="list-style-type: none"> <li>• The upcoming Saturday's in December there will be meet and greets with Santa on December 4 &amp; 11 and with Princesses Cinderella and Belle on December 18<sup>th</sup></li> </ul> <p><u>Taste Tour 2022</u></p> <ul style="list-style-type: none"> <li>• In the past few years the DBBIA have done the Taste of Brampton twice a year</li> <li>• Looking to switch it up as we have seen less BIA businesses participate over the years</li> <li>• There was a suggestion to bring back the Taste Tour the BIA did during the 2019 holiday season where individuals go to different restaurants to sample drinks and appetizers</li> <li>• <b>Action:</b> reach out to restaurants in downtown about switching up and doing a Taste Tour event</li> </ul>	T. Pecoskie-Schweir
<b>5.</b>	<p><b>Marketing Update:</b></p> <p><u>Taste discussion</u></p> <ul style="list-style-type: none"> <li>• Ways to promote dining and food in the downtown</li> <li>• 69% of participating businesses thought it was good activation</li> </ul> <p><u>Holiday Marketing update</u></p>	

	<ul style="list-style-type: none"> <li>• Regular social media campaign focusing on events, gift giving, and visiting the downtown</li> <li>• Working with an Influencer ChampagneAnn doing post, stories, and TikToks starting next week</li> <li>• InBrampton video being filmed tomorrow, focusing on Downtown Brampton and how it is a great place to visit, shop and dine as well as an article being published</li> <li>• SHINE letters installed on the Garden Square fountain</li> <li>• Transit ads going around with the Shine Bright and Shop local campaign</li> <li>• Messaging going out in condos in Brampton, there are screens at these condos and the messaging will go there as well</li> <li>• Did a post card drop in the four postal codes of the downtown</li> <li>• Partnership with Brampton Library to do the Story walk</li> <li>• Wayfinding signage in the downtown</li> <li>• Parking garage posters, shopping bags, ads in curious tourist</li> <li>• Ads about carriage rides</li> <li>• Promoting gift guide online and on social media</li> <li>• Holiday magazine</li> </ul> <p><u>Q1 2022 – Construction Marketing &amp; Communications</u></p> <ul style="list-style-type: none"> <li>• Budget for every promotion in every quarter</li> <li>• Preliminary plan on what the DBBIA can do when construction happens in the New Year</li> <li>• Looked at other BIA’s and how they marketed the downtown for ex. Huntsville</li> <li>• Promoting how to get around in downtown Brampton, think of creative ways to get into downtown ex. bike, car, transit,</li> <li>• Need to promote parking there are 5 parking garages in the downtown</li> <li>• Doing a weekly video series ex. businesses talking about different things happening in the downtown</li> <li>• Doing a scavenger hunt during construction</li> <li>• Pushing spend your dollars program in the first quarter, there is over \$50k downtown dollars in the public, and want to incentive to get consumers to shop</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, January 13, 2022 at 9:00-10:30 a.m.</li> </ul>	
<p><b>7.</b></p>	<p><b>Meeting Adjourn:</b> The meeting was adjourned at 9:38 a.m.</p>	