

MINUTES

Committee Name: Retail Marketing Committee

Location: Coffee Culture – 9 Queen St. E

Date: Wednesday January 25, 2012

Time: 8:00 a.m. to 10:00 a.m.

Attendance:

MEMBERS NAME	PRESENT	ABSENT
Debbi Visser – Stems Custom Florals	X	
Adjit Mathews - Starbucks		X
Graham Ward - Poutine	X	
Andrea Valentine – Valentine’s Spa		X
Peeyush Gupta – The Wee Smoke Shop	X	
Rita - MAKO Hair Architects		X
Gary Paiva – Green Cup Roastery		X
Herman Custodio – Custodio’s Studio	X	
Stella Lakoseljac –Trio Ristorante		X
Grettel Comas – Baci Gifts	X	
David Johnson - AMA		X
Charlene Borg – Rejuve Massage Therapy		X
Andy Potovszky – David Andrew	X	
STAFF MEMBERS NAME	PRESENT	ABSENT
Julie Grondin (Chair)	X	
Sudan Cashin	X	
Peter VanSickle	x	
GUEST NAME		
Don Naylor	X	

ITEM	MINUTES	MOTION	ACTION
Call the meeting to Order	Meeting called to order at 8:15 am	N/A	N/A
Approval of the Agenda		Motion to Approve the Agenda Moved by: Grettel Comas Seconded by: Debbi Visser	N/A
Approval of the Minutes from Dec. 21st, 2011 Meeting		Motion to Approve the Minutes from Dec. 21, 2011 Moved by: Graham Ward Seconded by: Debbi Visser	N/A
CCLS • Extend to Sunday	<ul style="list-style-type: none"> - The RMC members present didn't have any objections to CCLS extending to Sunday as far as the operation of their businesses were concerned. - It was proposed by Julie Grondin that a brainstorm session be called among 		Julie Grondin to call a CCLS retailer

<ul style="list-style-type: none"> • Retail Involvement • Window Decorating • Themed menus / services/ products 	<p>additional retailers to come up with agreed upon ideas on how retailers can capitalize on the CCLS traffic.</p> <ul style="list-style-type: none"> - It was suggested that Garden Square be used as the Sunday motorcycle show and shine area vs. closing the roads 		<p>involvement brainstorm session.</p> <p>Julie Grondin to investigate the use of Garden Square for the CCLS Sunday motorcycle Show & Shine</p>
<p>Tourism</p> <ul style="list-style-type: none"> • Sports Tournaments • Meetings/Conferences • Discount packages 	<ul style="list-style-type: none"> - Julie Grondin presented the opportunity for BDDC members to create special pricing packages that would in turn be sent to the Brampton Tourism offices. The packages would then be promoted to incoming tourist groups. - Debbi V mentioned an opportunity to partner with the Orangeville dinner coach to see if there are opportunities to have the train make Downtown Brampton a part of their tour - Don Naylor suggested that the BDDC work with the Heritage Department to resurrect the Heritage Walking tours - 		<p>Julie Grondin to send out tourism package details in the next BDDC newsletter</p> <p>Julie to call the Orangeville Dinner Coach to investigate opportunities</p> <p>Julie to meet with the</p>

			Heritage Department and Brampton Tourism to investigate the possibilities of resurrecting the Heritage walks.
Metrolinks Follow Up	Julie Grondin discussed the need for demographics of the ideal target consumer among the Brampton Go Train passengers before spending money on advertising.		Julie to continue conversations with Metrolinks
Meeting with Mayor Fennel	Julie Grondin & Don Naylor stressed the importance of creating a very organized, positive and action focused agenda before the RMC invites Mayor Fennel to a RMC meeting.		RMC members to start compiling ideas to bring to the next RMC meeting where an agenda will be composed. Add Mayor Fennel Meeting Agenda to the next RMC agenda.

<p>Bridal Industry Advertising 2012/2013</p>	<p>Julie Grondin discussed that she was attempting to encourage the Brampton/Mississauga Wedding show to relocate to Rose Theatre</p>		<p>Julie to set up meeting between David Oliver & Costin Manu to a Meet & Greet.</p>
<p>City Employee Discount</p>	<p>Peeyush Gupta suggested that the City Employee Discount opportunity be extended to Peel Region employees.</p>		<p>Julie Grondin to look into the possibility of getting Peel Region to participate in the program.</p>
<p>Farmers Market</p>	<p>The Farmers' Market will be extending to Queen St. for 2013 and the goal is to keep the same atmosphere and have it as a flea market. Additional goals include: breakfast and brunch offerings, adding music to the event, increasing the Kids' Zone in Garden Square.</p> <p>Grettel of Baci Gifts requested that her booth not move for the 2012 Farmers market</p> <p>Grettel/Debbi inquired about public farmers market planning meetings.</p> <p>Peeyush Gupta suggested setting up a vendor area in his parking lot behind his properties. Tables can be made available to BDDC members to have food and set up sidewalk sales tables that don't compete with the Farmers' Market.</p>		<p>Julie Grondin to confirm with Farmers' Market Organizers to keep Baci gifts in the same location. Julie to find out about public planning meetings for</p>

	<p>The laneway attracts a lot of pedestrian traffic because people park in the Nelson Square garage and walk through to get to the Farmers' Market.</p>		<p>the Farmers Market.</p> <p>BDDC to look at getting the laneway cleaned up.</p> <p>Julie to talk to other property owners about setting up a vendor area in their parking lots.</p> <p>Julie to look at getting the laneway wrapped with art.</p> <p>BDDC to talk to Victoria Mountain to see if there are art programs for this type of</p>
--	---	--	--

			project.
Sheridan Design Students	<p>Julie Grondin discussed the opportunity to have Sheridan Interior Design Students work with selected retailers to have professionally drafted plans of interior design & merchandising concepts for their locations.</p> <p>Program is beneficial for all involved because it's at no cost to the retailer and the student gets hands on experience.</p> <p>Students will consult with retailers, create a plan and set a budget for a store front refresh.</p>		
United Way City Hall Atrium Vendors	<p>Julie Grondin is investigating BDDC member retailing opportunities in the City Hall Atrium</p>		
other	<p>Peeyush Gupta inquired about the Curious publication and if Brampton Downtown</p> <p>Debbi Visser advised the RMC that a woman by the name of Claire at the Peel Heritage Museum was a good resource for obtaining information on the heritage buildings.</p> <p>Don Naylor suggested that David Harmsworth be invited to participate in the RMC.</p>		<p>Julie Grondin to investigate the publication</p> <p>Debbi to locate Claire's contact information to provide to members who are interested in learning more about their buildings.</p> <p>Peter VanSickle to invite David Harmsworth</p>

Adjournment	Meeting adjourned at 9:55 am	Motion to Adjourn the Meeting Moved by: Andy Potovszky Seconded by: Herman Custodio	
Next Steps			
<p>Next Meeting: Wednesday, February 22st , 2012 at 8:00 a.m. Location: TBD</p>			
<p>Action Items:</p>			