

MINUTES

Committee Name: Retail Marketing Committee
Location: 15 Main Street N.(Green Cup Roastery)
Date: September 29, 2011
Time: 8:00 a.m. to 10:00 a.m.
Attendance:

MEMBERS NAME	PRESENT	ABSENT
Debbi Visser	✓	
Adjit Mathews		✓
Graham Ward		✓
Andrea Valentine		✓
Peeysh Gupta	✓	
Rita (From MAKO Hair Architects)		✓
Jon McKittrick		✓
Herman Custodio	✓	
David Johnson		✓
Charlene Borg	✓	
Andy Potovszky	✓	
STAFF MEMBERS NAME	PRESENT	ABSENT
Peter VanSickle (Chairman)	✓	
Hersh Gandhi		✓
Sudan Cashin	✓	
Julie Grondin	✓	

ITEM	MINUTES	MOTION	ACTION
Call the meeting to Order	Meeting Called to Order by the Chairman, Peter VanSickle. Time: 8:25 am	N/A	N/A
Approval of the Agenda	Debbi moved to add Downtown Divas to the agenda	Motion to Approve the Agenda Moved by: Julie Seconded by: Andy	N/A
Approval of the Minutes from the Sept. 13th, 2011 Meeting		Motion to Approve the Minutes for the Retail Committee Meeting on Sept. 13th, 2011 Moved by: Peter Seconded by: Debbi	N/A
Marketing Project – status update and discussion	BDDC is here to support, promote and incubate ideas and programs. Then let the retailers run with the programs.		Send out a survey to see what time/days work for everyone to meet for Retail Committee meetings.
Errand Ad	Julie sent out email to those interested in flyer program. Not enough participants to do a full page ad		Send out deadline for print date to participants.

	but can two ¼ page ads can be done. BDDC is here to support the flyer program but retailers will need to carry it forward.		
Holiday Blitz	Goal is to fill vacant stores during the holiday season and use concept of “Pop-Up Stores”. Julie has spoken to landlords and they are hesitant of short term leases. Insurance is not the issue; it’s getting the landlords to buy in. Look at creating a “Santa in the Square” after the Santa Clause parade where parents can bring their kids to Garden Square for Santa pictures.		Talk to the Farmer’s Market merchants and artisans to see if they are interested in taking the space during the holiday season.
Parking Awareness	There continues to be a perception of a lack of parking downtown. BDDC to create a handout to retailers to distribute to their customers. One side will have emergency numbers and information and other side will have a map showing parking sites.		Supply a map of the parking sites to retailers to post on their own websites. Organize offers from retailers to give incentives to customers for shopping downtown.
Blank Canvas Program	Julie has completed 1 store front with blank canvases and continues to speak to landlords to get access to their properties.		Website to be developed for Blank Canvas Program
Brampton Downtown Directory	We need to give this program another month and wait for feedback from retailers who had coupons inside. Need to see what the return is and evaluate this program.		Look at updating the directory or take this online.
Host Program	Quotes for aprons are ready to go.		Julie to create a map/route for

	BDDC will use volunteers from Brampton Safe City, Brampton Rangers and the Heritage Society. Pictures of historical buildings could be mounted in the lane ways to create a gallery.		hosts. Julie to ask Heritage Society to give retailers historical stories/details about their buildings.
Who is Downtown (Green Bench Program)	This program will be transformed to an online directory update. Pictures of retailers in their store with a story about their shop/business can be posted on the website.		
BDDC Pumpkin Carving Farmers' Market Oct.8 Activation ideas /discussions	Posters to schools and libraries, rec. centers to promote Pumpkin Carving event. BDDC providing free pumpkins to first 250 kids. Need to encourage retailers to participate and display their own pumpkins in their windows. Promote families to visit downtown shops to see pumpkins on display. Halloween night – make sure stores are open to hand out treats.		BDDC will advertise Pumpkin Carving in ethnic paper and maybe the Guardian. Add Ghost Walk to newsletter.
Divas Program	Debbi handed out a flyer explaining the Divas Program. A privilege card program for retailers to participate in and there will be events planned for people to come and visit downtown retailers. A website listing discounts and coupons etc. to reference all participating merchants.		A sign- up sheet was provided by Debbi for those interested in the program. Add Divas Program to Oct. Newsletter.
Adjournment	Meeting adjourned at 9:40 am	Motion to Adjourn the Meeting Moved by: Andy	Minutes to be posted on the website.

		Seconded by: Julie	
Next Steps			
Next Meeting: Thursday, October 27, 2011 at 8:00 a.m. Location: TBD			
Action Items:			