

MINUTES

Committee Name: Retail Marketing Committee

Location: George Street Bistro – 75 George Street South

Date: Thursday, November 24th, 2011

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

Attendance:

MEMBERS NAME	PRESENT	ABSENT
Debbi Visser – Stems Custom Florals	✓	
Adjit Mathews - Starbucks		✓
Graham Ward - Poutine		✓
Andrea Valentine – Valentine’s Spa		✓
Peeyush Gupta – The Wee Smoke Shop	✓	
Rita - MAKO Hair Architects		✓
Gary Paiva – Green Cup Roastery	✓	
Herman Custodio – Custodio’s Studio	✓	
Stella Lakoseljac -Trio		✓
Grettel Comas – Baci Gifts	✓	
David Johnson - AMA		✓
Charlene Borg – Rejuve Massage Therapy	✓	
Andy Potovszky – David Andrew	✓	
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 at 8:10 by Julie Grondin, acting as Chair	N/A	N/A
Approval of the Agenda	Items added to the agenda: Sign Permit Progress Hotel Advertising	Motion to Approve the Agenda Moved by: Debbi Visser Seconded by: Andy Potovszky	N/A
Approval of the Minutes from the Oct. 27th, 2011 Meeting		Motion to Approve the Minutes for the Retail Committee Meeting on Oct. 27th, 2011 Moved by: Andy Potovszky Seconded by: Debbi Visser	N/A
Brampton Alive	There are 10 participants and we have 3 full pages in the magazine. Julie has approved all the ads and the look is polished and professional.		

<p>Parking Awareness</p>	<p>Parking post cards are printed and 2 half page ads will be in the Guardian in the coming weeks.</p> <p>2 hour free parking for the holiday season will start in December. RMC suggested that money may be better spent by giving retailers parking vouchers to give out to customers. BDDC needs to measure the success of the programs to let retailers know where marketing dollars are going.</p>		<p>BDDC to create a chart for retailers to ask customers about downtown marketing programs.</p>
<p>Downtown Directory</p>	<p>Committee agreed to change the size of the directory and make it a tri-fold. BDDC will consider printing 3 month supply of directories and retailers will have their coupons printed in one of the pages. Directories will have tear off coupons so it will be easier to manage and will look more professional.</p>		
<p>Host Program</p>	<p>Host program was launched during the Santa Claus parade but we still need volunteers. BDDC has joined MBC volunteer program and our host program is posted on the site. BDDC will get posters out to retirement homes and post cards will be printed and distributed.</p>		<p>Julie to continue contacting Rotary and Kiwanis to work with their volunteer pools.</p>
<p>Carriage Rides</p>	<p>The new pick up and drop off location for the carriage rides is Diplock Lane and the intent is to drive more traffic to downtown. Jamie's Cracked Corn will also be at Diplock Lane to drive more traffic to downtown. More lighting has been installed to make it more inviting for visitors. RMC had concerns about the garbage bins at Diplock lane because it is not attractive for visitors.</p> <p>The Carriage Ride program is one of the most costly programs for BDDC. This</p>		<p>BDDC to look into possibility of moving the bins. Talk to John Sanderson.</p>

	<p>program needs to be assessed at the end of the season to see if it's really driving more business to downtown. RMC likes the charm of the carriage rides it was suggested that the program be split to twice a year instead of just at Christmas time. There was a suggestion of having the carriage rides for a "Downtown Customer Appreciation Day" or a "Business Block Party" where all retailers invite their loyal customers and tag on the carriage rides or tie it in with the Jazz festival.</p>		
Rose Theatre	<p>There is still space available for the Christmas Carole show except for Saturday nights. Mailer program: Buck slips will be created to go into the envelopes of season tickets. 1 side will be a list of restaurants and the second side will list other retailers. Side 2 will list things people can do 3 hours before the show.</p> <p>RMC suggested that we start marketing to City employees. Events are important to bring people to downtown but City Hall employees are also very important to downtown. The City restricts promotions of stores on its website so the only way to promote downtown retailers is to offer a discount to City employees.</p>		<p>Julie to send out a separate email about the Rose Theatre mailer program.</p> <p>BDDC to investigate into a discount program for City Staff.</p>
Window Decorating Contest	<p>There are 5 participants in the contest. This program will be reviewed and we will assess the program for next year.</p>		<p>Look into advertising at Sheridan College to get more student participation.</p>
Sign Permit	<p>Julie is going through the steps of the sign process and will put together a step</p>		<p>BDDC to post</p>

Progress	by step list of procedures that new retailers need to know about signage. BDDC suggested that members post testimonials on the website about contractors so fellow members can benefit from their services.		steps for signage approval on website.
Hotel Advertising	Advertising opportunities for BDDC members in the hotel books at the Comfort Inn and Best Western. Visitors are mainly business travelers and members in the restaurant or gifts category may be able to benefit. BDDC can look into subsidizing the ad program.		Julie to send out a separate email to members about Hotel advertising program.
Other Business	<p>Retailers also had concerns about the lack of lighting on Queen Street. We need to look at cutting some programs to pay for more lighting. There was a suggestion of keeping white lights on trees year round in the downtown. If there is more lighting, there will be more activity.</p> <p>RMC would like to invite Mayor Fennel to attend a meeting. Committee wants Mayor Fennel to make more personal visits to Downtown merchants.</p> <p>RMC would like to change the date of meetings to Wednesdays.</p>		Julie will email Gene Duval to see if more lights can be installed to brighten up Queen Street in the short term.
Adjournment	Meeting adjourned at 10:20am	Motion to Adjourn the Meeting Moved by: Gary Paiva Seconded by: Herman Custodio	
Next Steps			

Next Meeting: Wednesday, December 21, 2011 at 8:00 a.m. Location: TBD

Action Items: