

Tuesday, February 14, 2017
8:30 a.m. to 10:00 a.m.
76 Main Street North

PRESENT MEMBERS:

Grettel Comas, Herman Custodio, Peeyush Gupta, Kristina Romasco, Fernando Russo, Harpreet Zingh, Councillor Bowman, Councillor Gibson, Councillor Medeiros, Councillor Moore

REGRETS:

Bob Darling, Rick Evans, David Sutton

ABSENT:

Jonathan Pereira

STAFF:

Suzy Godefroy, Bobby Karmakar

1. Call to Order (8:30 a.m.): The meeting was called to order at 8:36 a.m.

2. Declaration of Quorum: Yes.

3. Additions to the Agenda: Councillor Medeiros requested that Lusofonia Portuguese Festival be added to the Agenda.

4. Approval of Agenda:

MOTION:

THAT the Downtown Brampton BIA Board of Directors agenda for Tuesday, February 14, 2017 be approved with this addition.

CARRIED

5. Conflict of Interests: There were no declared conflicts of interests.

6. Approval of Past Minutes:

MOTION:

THAT the minutes from the DBBIA Board of Directors Meeting dated Tuesday, January 24, 2017, be approved.

Moved by: Kristina Romasco

Seconded by: Fernando Russo

MOTION CARRIED

7. Downtown Capital Project Update for the BIA re: Information Meeting on Feb 1 (8:30 – 8:45 a.m.):

The presentation was for the Downtown Brampton BIA business members and keynote speakers were by Jayne Holmes, Director, Capital Works, in Public Works & Engineering and Anthony Parente, Director, Wastewater, Region of Peel. There are still many questions to be answered on the water main construction schedule and both have offered to present this information to the DBBIA again. A summary of questions will be provided, to be distributed to businesses and will be posted on the BIA website.

8. Financials (8:45 a.m. – 9:00 a.m.)

Deferred to the next meeting as the last quarter are preliminary.

N.B. H. Zingh arrives at 8:55 a.m.

9. Board of Directors Review Meeting (9:00 a.m. – 9:15 a.m.)

Executive Review suggested date: February 21, 2016 at 8:30 a.m.

MOTION to leave the DBBIA Executive as is until the next term

Moved by: Councillor Gibson

Seconded by: Grettel Comas.

MOTION CARRIED.

N.B. H. Custodio arrives at 9:15 a.m.

10. Executive Directors Report (9:15 a.m. – 9:30 a.m.)

- 2017 Update
 - Staff complement:
 - Moved forward with the two permanent part-time positions. Andrea Magana and Bobby Karmakar have both also been offered and accepted their respective positions.
 - A co-op student from Humber College has been brought on board as an intern for content management, as well as a high school co-op student for administrative duties, beginning on February 27.
 - Another co-op position with Algoma University could be finalized for market research.
 - Debbi Visser, Stems Floral Studio, from Beautification is in process of window dressing and visual merchandising along with the Streetscaping projects.
 - Annual AGM is tentatively scheduled for May 17 from 6 – 8 p.m.
 - The public stakeholder meeting will be sent out via email to all BIA members.
 - Sponsorships for 2017 to be reviewed, along with Christmas Market and partnership with the City of Brampton.
 - Classic Cars and Marketing meetings are tomorrow, February 15, 2017.

- The Taste of Downtown Brampton begins on February 27, 2017, with 23 businesses on board. Marketing is in process and in execution mode. Food and Drink committee decided not to pursue a partnership with the Guardian, therefore the amount that was previously spent is now available for other marketing mediums, including radio (Z103.5 to target a younger audience) and digital mediums as well as the Discover Downtown Newspaper being distributed next week.
 - DBBIA Membership Engagement Survey is in progress.
 - Upcoming business mixer is scheduled for Wednesday, March 1, 2017, tentatively at the City Hall Conservatory. Internally, the BIA staff is looking at other venues, particularly Wendel Clark's.
 - Strategic Planning Meeting for the Board is to be surveyed for everyone's availability.
 - Waste management article will be featured in the upcoming newsletter.
- **Parking Strategy**
 - Free parking starting at 5 p.m. until 7 a.m. Already free after 7 p.m., considering 1 hour free.

11. Marketing Partnership with the City of Brampton Update

F. Russo and S. Godefroy will be meeting with B. Darling to further discuss the BIA and City of Brampton Marketing Partnership.

12. Board Attendance Update

The Board discussed DBBIA quorum issues with two board members. Both members are eager to contribute however have had business constraints that are conflicting with their attendance. N.B. Board Attendance Report to be added to the March Agenda.

Councillor Medeiros discussed a new festival for the City of Brampton called Lusofonia Festival and recommended that the BIA gets in contact with Eduardo Viera.

N.B. Councillor Medeiros leaves at 9:40 a.m.

13. Committee Updates

- i. **Downtown Brampton Capital Project - Chair Rick Evans (5 minutes)**
- ii. **Events & Promotions – Chair Grettel Comas (5 minutes)**
- iii. **Beautification – Chair Herman Custodio (5 minutes)**
- iv. **Food + Drink – Chair Kristina Romasco (5 minutes)**
Minutes from that meeting have been changed.

v. **Marketing & Communications – Chair Fernando Russo (5 minutes)**

vi. **Safety Committee –Chair Rick Evans (5 minutes)**

Due to time constraints, board members discussed approving past committee minutes in one motion moving forward.

14. Council Updates

Discussion arose regarding the following items:

- Façade Improvement Program
- Canada 150 Programs

15. Date and Time of Next Meeting

The next Board meeting will be on Tuesday, March 14, 2017 at 8:30 a.m.

16. Motion to Adjourn Meeting:

THAT the BIA Board of Directors Meeting be adjourned.

Moved by: Kristina Romasco

Seconded by: Grettel Comas

MOTION CARRIED

Meeting adjourned 10:14 a.m.