

Tuesday, March 21, 2017
8:30 a.m. to 10:00 a.m.
76 Main Street North

PRESENT MEMBERS:

Grettel Comas, Herman Custodio, Rick Evans, Peeyush Gupta, Jonathan Pereira, Kristina Romasco, Fernando Russo, Councillor Bowman, Councillor Medeiros

REGRETS:

Bob Darling, David Sutton, Councillor Gibson, Councillor Moore

ABSENT:

Harpreet Zingh

STAFF:

Suzy Godefroy, Bobby Karmakar

1. Call to Order (8:30 a.m.): The meeting was called to order at 8:38 a.m.

2. Declaration of Quorum: Yes.

3. Additions to the Agenda: There are no additions to the agenda. Please note item 12 has been duplicated.

4. Approval of Agenda:

MOTION:

THAT the Downtown Brampton BIA Board of Directors agenda for Tuesday, March 21, 2017 be approved with this removal.

Moved by: Kristina Romasco

Seconded by: Grettel Comas

All in favour.

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: Grettel Comas

All in favour.

7. Downtown Capital Project Update for the BIA (8:30 – 8:45 a.m.):

- A few meetings were held in February on construction in downtown. The presentation on February 1, 2017, was by Anthony Parente and Jayne Holmes, followed by two public meetings. More public meetings will be held in the future, possibly in April or May.
- Members discussed their concerns for the construction and that it is not just about replacing the water mains, but rather the add-ons being the new downtown streetscaping.
- N.B. Councillor Bowman will bring this back to Council.
- Board members also noted that there was no presentation of traffic economic impacts with respect to the options that were presented. Tearing up the Four Corners and the impact it will have on the downtown and for how long has not been shown, according to the public meetings that were held.
- A meeting with B. Darling is in the works as well as a letter from the BIA requesting that the City look into additional resources to communicate the project out to the general public at large. This will be able to raise the visibility of the work happening in downtown Brampton as well as increase downtown's visibility during the construction period
- Currently in the process of designing a special page on the BIA website that will have direct links to all of the special projects happening in the downtown core
- The topic of a Downtown Brampton Retail Strategy also needs to be investigated determine the success of this project. A need to hire a retail consultant would also be required.
- The Downtown Brampton BIA will also be putting together a communication strategy to manage part of the construction

N.B. Councillor Medeiros arrives at 8:59 a.m.

8. Financials (8:45 a.m. – 9:00 a.m.)

- Financial Update – 5 minutes
 - D. Sutton was unable to attend. A quick note on operating statements from December 31, 2016 regarding the financial position.
 - Three different documents will be emailed and D. Sutton will be requested to make a report on financials in April's meeting.

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

- The Constitution for the Board of Directors states "If three meetings are consecutively missed, the constitution states it opens a seat to someone else in the business district"
- If three meetings are missed consecutively without confirming as regret, a 30 days notice will be sent.
- The bigger picture here is to have all board of directors actively engaged with the membership and the working committees.

- Action: letters to be sent out.

N.B. H. Custodio arrives at 9:12 a.m.

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

- 2017 Update
 - BIA partnership with the City of Brampton: BIA met with B. Darling and staff. A presentation is in the works to Council for an ask of in-kind services that the City can provide to the BIA such as Gage Park rental for Thursday Night Concert Series and the road closures for Classis Cars Celebration.
- Annual General Meeting
 - Scheduled for May 17 and in the process of booking a keynote speaker. Potentially booking Jeremy Freiburger, from Cobalt Connects.
 - Anthony Parente and Jayne Holmes have also been invited to set up an information booth on the Downtown Brampton Capital Project and the EA for the Downtown Streetscaping Project.
 - Whoever the keynote speaker is needs to attract member participation.
- Environmental Assessment
 - Capital project previously discussed.
- Christmas Market: In the Board Package, the BIA mentions of letting go of the organizational responsibilities for the Christmas Market, and passing this to the the City while using that money for a marketing initiative and/or marketing partnership. It is up for discussion.
 - Councillor Bowman asks if it is still going to be for three weeks.
 - Since Farmer’s Market in Mount Pleasant is looking into being a Harvest, and then transition to a Holiday Market, the Christmas Market simply cannot scale back to one weekend again. The BIA has exceeded its limitations to being present again, as well as marketing funds.
 - Efficiency needs to be gained. What limited resources does the BIA have leveraging what is already being done. The BIA is not abandoning but making an impact of the limited resources the BIA has, along with leveraging what the City already has.
 - This can be taken back to B. Darling and K. Stahl on a partnership plan with S. Godefroy and K. Romasco. The BIA can continue to market downtown and the Christmas Market.

MOTION:

THAT the DBBIA Board of Directors present a partnership plan to the City of Brampton for the Christmas Market Committee.

Moved by: Fernando Russo

Seconded by: Herman Custodio

All in favour.

N.B. Councillor Bowman leaves at 9:42 a.m.

- K. Romasco and S. Godefory to facilitate strategic planning.
 - Board of Directors Vision, Mission, and Mandate, as well as marketing on how to position the downtown.
 - Suggested dates are April 6 and 10, 2017.
- The DBBIA met with the Peel Regional Police and are collaborating to address safety issues as they arise.

11. Marketing Partnership with the City of Brampton Update

- The Marketing Committee is working on a brand campaign with the grant money from the City of Brampton.
- The total budget is \$85,000.

12. Board Attendance Update

- Item deleted due to being repeated.

13. Beautification in Downtown & Property Standards

- Partnership with Sheridan College Visual Merchandising School.
- Also to be noted at the upcoming DBBIA AGM in May 2017.

N.B. J. Pereira leaves at 9:51 a.m.

- Status: Discussion arose on having security camera in laneways to help prevent certain damages to the beautification of downtown.
- Action Talk to Security.

14. Committee Reports & Updates (9:30 a.m. – 9:45 a.m.)

- 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)**

MOTION:

THAT the DBBIA Board of Directors accept the DBBIA Committee minutes as presented.

Moved by: Kristina Romasco

Seconded by: Grettel Comas

All in favour.

15. Council Updates (10:00 a.m. – 10:10 a.m.)

- There are no updates from Council.

16. Date and Time of Next Meeting

The next Board meeting will be on Tuesday, April 11, 2017 at 8:30 a.m.

17. Motion to Adjourn Meeting (10:15 a.m.)

THAT the BIA Board of Directors Meeting be adjourned.

Moved by: Kristina Romasco

Seconded by: Rick Evans

MOTION CARRIED

Meeting adjourned 10:08 a.m.