

Tuesday, April 18, 2017
4:00 p.m. to 5:30 p.m.
76 Main Street North

PRESENT MEMBERS:

Grettel Comas, Herman Custodio, Rick Evans, Peeyush Gupta, Jonathan Pereira, Kristina Romasco, Fernando Russo, David Sutton, Councillor Bowman, Councillor Gibson, Councillor Moore

REGRETS:

Bob Darling, Councillor Medeiros

ABSENT:

Harpreet Zingh

STAFF:

Suzy Godefroy, Bobby Karmakar

1. Call to Order (4:00 p.m.): The meeting was called to order at 4:04 p.m.

2. Declaration of Quorum: Yes.

3. Additions to the Agenda: None.

4. Approval of Agenda:

Item 8 is in error and should be remove. Amendment to approve.

MOTION:

THAT the Downtown Brampton BIA Board of Directors minutes for Tuesday, April 18, 2017 be approved with this removal.

Moved by: Herman Custodio

Seconded by: Councillor Moore

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, March 21, 2017, be approved.

Moved by: Kristina Romasco

Seconded by: Fernando Russo

CARRIED

N.B. G. Comas and J. Pereira arrive at 4:06 p.m.

7. Financials (4:05 p.m. – 4:15 p.m.)

- DBBIA Treasurer Dave Sutton presented operating Statements for 2016 with the board of directors.
- The DBBIA did not spend all of the monies projected for 2016, due to the nature of the newly revived BIA.
- Moving forward in 2017, programs and budgets have been adjusted based on the 2016 actuals.
- Some adjustments have been made for 2017.
 - Budgeted for the larger draw on reserve than actually happened.
 - The budget for 2017 is \$483,000.
- Forecast for next year will include drawing \$25,000 out of the reserve.
- Discussion at the board level resulted in taking Finance back to the executive committee to be seen on what will be happening on an ongoing basis. The committee working on the budget for the fall needs to be worked on through the summer.
- In addition to this the board has suggested that the Executive review the DBBIA Surplus Funds and make some recommendations back to the board of directors.

8. Board Composition of the DBBIA (4:15 p.m. – 4:25 p.m.)

- Item removed.

9. Downtown Streetscaping Update for the BIA re: Information Meeting on April 27, 2017 (4:25 p.m. – 4:35 p.m.)

- This item was not discussed.

10. Changing the Vacant Unit Rebate in Ontario (4:35 p.m. – 4:45 p.m.)

- Vacancy Units was brought up during the OBIAA conference as the province is reviewing the vacant unit rebate.
- Councillor Medeiros had mentioned during the originally scheduled board meeting that Region of Peel is doing public consultations for the upper tier.
- Consultation with the City of Brampton needs to be done through a presentation with the community, including Caledon and Mississauga.
- The deadline is July 1 but no dates have yet been set.
- This is in conjunction with the Economic Development office; Bill 68 with the Municipal Act and Municipal Act 368.
- The BIA wanted to seek out more information during the OBIAA conference to seek if the City is doing something, however, resulted in being the Region's responsibility.
- Overall agreement that this will affect BIA members and action needs to be taken, since landlords too won't be pleased to lose the rebate opportunity.
- Members will be updated as more information will be available.

11. Sponsorship (4:45 p.m. – 4:50 p.m.)

- During the last Events Committee meeting, discussion arose on the BJazzd Festival. The event will be on September 9 in Garden Square and some restaurants. The organizers are very passionate, including Joe Asensio who used \$20,000 of his own funds, as well as some funding from the City of Brampton.
 - They are seeking sponsorship, including marketing tactics such as Discover Downtown, social media, and other marketing outlets.
 - BJazzd is also in correspondence with the Live Art competition.

MOTION:

THAT the DBBIA Board of Directors move forward with the discussed sponsorship with BJazzd in the amount of \$3000.00

Moved by: Herman Custodio

Seconded by: Rick Evans

All in favour.

- Updates from Live Art and Lusofonia will be discussed at the next meeting.

12. Strategic Planning (4:50 p.m. – 5:00 p.m.)

- Two planning sessions have been conducted.
- Sessions included workshops of crafting a the DBBIA Mission and Vision Statements
- Strategic Planning sessions are open to everyone.
- F. Russo suggests bringing this up during the AGM, and resulted in stating the process is three months to bring a complete strategic plan.
- An online survey has been sent out on April 3 to BIA members to receive more input, as well as a partnership with Algoma University to conduct one on one interviews with approximately fifty (50) businesses on member engagement.
- The next Strategic Planning meeting is on April 24 from 9 – 10:30 a.m.

13. Executive Director's Report (5:00p.m. – 5:15 p.m.)

- The DBBIA will be making a Council presentation tomorrow at 9:30 a.m. regarding in-kind services for the summer events and will return for another request for the fall and Holiday season.
- Approximately \$38,000 of in-kind services will be requested, including:
 - 15 booths at the Farmer's Market at no cost.
 - The rental fee of Gage Park for Thursday Night Concert Series for 13 concerts at a value of \$7,900.
 - The cost for road closure, production, staging and staff, which will be a significant contribution.
- Discussion arose on the issue of graffiti.

N.B. H. Custodio leaves at 5:29 p.m.

- Public Information Session 2 on April 27: notice was only received last Thursday, and given the short amount of time, the announcements are not being marketed well.
 - Session will include recommendations on streetscaping options.
- Christmas Market update is still being awaited on with an update to revamping what Christmas Market is, seeing what the City of Brampton can do, and the BIA as a marketing opportunity.
- Next Business Mixer is scheduled for June 20.
- Discover Downtown newspaper is in progress and will be distributed during the third week of May. Number of copies will be increased to 30,000 for more reach.
- BIA staff and K. Romasco attended the OBIAA conference and will be downloading workshops for Board of Directors.
- Update on the university from the previous board meeting: Michelle is very pleased to do a presentation for a 20 minute update during the next board meeting.
- Safety workshop to be conducted in June with regards to the graffiti. Originally a meeting was to be after the AGM, however, is tentatively scheduled for April 25.
 - R. Evans comments he will not be available for April 25.

N.B. K. Romasco leaves at 5:38 p.m.

14. Committee Reports (5:15 p.m. – 5:25 p.m.)

- There are no committee reports.

15. Council Updates (5:25 p.m. – 5:30 p.m.)

- Discussion on the heritage block.
- Discussion arose on scheduling a backup option should the regularly scheduled meeting not have quorum, and then also tentatively schedule that as a second meeting. The additional board of director meeting date could be the last Tuesday of each month, if quorum is not reached.
- Discussion on having more CANADA 150 banners produced, for those who want to purchase and can have more displayed and adapted for storefront displays.

16. Date and Time of Next Meeting

The next Board meeting will be on Tuesday, May 9, 2017 at 9:30 a.m.

17. Motion to Adjourn Meeting (5:30 p.m.)

THAT the BIA Board of Directors Meeting be adjourned.

Moved by: F. Russo

Seconded by: J. Pereira

MOTION CARRIED

Meeting adjourned 6:00 p.m.