

Tuesday May 9, 2017
9:30 a.m. to 11:00 a.m.
76 Main Street North

PRESENT MEMBERS:

Grettel Comas, Herman Custodio, Rick Evans, Peeyush Gupta, Zeeshan Majid, Kristina Romasco, Dave Sutton, Councillor Bowman, Councillor Gibson, Councillor Moore

REGRETS:

Bob Darling, Jonathan Pereira, Councillor Medeiros

ABSENT:

Harpreet Zingh

STAFF:

Suzy Godefroy, Bobby Karmakar

1. **Call to Order (9:30 a.m.):** The meeting was called to order at 9:31 a.m.
2. **Declaration of Quorum:** Positive.
3. **Additions to the Agenda:** None.
4. **Approval of Agenda**
MOTION:
THAT the Downtown Brampton BIA Board of Directors agenda for Tuesday, May 9, 2017 be approved.
Moved by: Kristina Romasco
Seconded by: Grettel Comas
All in favour
CARRIED
5. **Conflict of Interests:** There were no declared conflicts of interests.
6. **Approval of Past Minutes**
MOTION
THAT the Downtown Brampton BIA Board of Directors minutes for Tuesday, April 18, 2017 be approved.
Moved by: Grettel Comas
Seconded by: Councillor Moore
All in favour
CARRIED

N.B. H. Custodio arrives at 9:36 a.m.

7. Financials (9:40 a.m. – 9:50 a.m.)

- There are no updated financials from March to April.
- **Action points:**
 - Bring first quarter to the next meeting.
 - Each quarter actuals compare from 2016 to 2017.

8. Downtown Streetscaping Update from PIC#2 on April 27, 2017 (9:50 – 10:05 a.m.)

- City of Brampton planners and MTE are making recommendations to various designs on some ideas.
- PIC #2 recommended the second alternative.
- Presentation to Committee of Council will be on May 31 and/or June 14.
- Discussion at the board meeting arose on the economic impact to downtown Brampton.
- **Action points:**
 - Go back to Jayne Holmes on tendering and involve the Region of Peel.
 - Bring back to the Committee.

9. Strategic Planning (10:05 - 10:20 a.m.)

- A steering committee has been established and is open to the entire membership.
- The vision and mission created was presented and is for a three (3) year strategic plan, 2017-2020.

VISION: Downtown Brampton is a respected and welcoming destination dedicated to bringing people together for quality shopping, services and entertainment.

MISSION: The Downtown Brampton BIA promotes and enhances downtown Brampton through marketing events and beautification.

- PESTO analysis conducted; however, there is not enough feedback yet.
- The previous workshop worked on governance and a general guideline for committee chair and members. The purpose is to provide structure.
- A document will be built once enough input is curated from more members.
- Note that this is an evolving plan and nothing is finalized.
- **Action points:**
 - Follow up with Algoma University for students one-on-one interviews.

MOTION

THAT the Downtown Brampton BIA Board of Directors accept the proposed vision and mission statement presented for 2017-2020.

Moved by: Grettel Comas

Seconded by: Herman Custodio
All in favour
CARRIED

10. Annual General Meeting (10:20 – 10:30 a.m.)

- Scheduled for next Wednesday, May 17, 2017 and to date, 35 businesses have confirmed their attendance.
- Start time will be 6 p.m. and have invited a number of food members to set up a table to provide a taste of downtown.
- Official meeting will begin at 6:30 p.m.
- Agenda will involve welcome remarks, financial and audited general statements, strategic planning, streetscaping presentation (recommended first), then guest speaker Jeremy Freiburger to speak on the value and importance of downtowns.
- Anthony Parente will have a booth on the water main upgrades, Jayne Holmes for streetscaping, and the police for safety.
- Pictorial photo exhibit of past events will also be presented.

11. Executive Directors Report (10:30 – 10:40 a.m.)

- Status update from the Council presentation on April 19 for summer in-kind requests, specifically for Thursday Night Concert Series and Classic Cars Celebration.
 - 15 booths for Farmers' Market and staff are putting a report together.
- Looking at new co-op placements for the office and are in the process of recruiting a new student from Humber College.
 - Algoma University will assist in strategic planning with membership surveying.
 - High school students for July with Judith Nyman Secondary School business students.
- Visual merchandising: seeking students for window dressing and will come back for Christmas windows.
 - P. Gupta recommends bringing this topic up at the AGM.
 - Previous Humber College intern will return to take some photos after the AGM of dire need to improve.
 - **Action point:** bring the colour scheme to the Beautification committee.
- Note to additional studies in the City of Brampton, the Queen Street master plan. Public Information Session is on May 18. The notice can be received and sent to all board members.
- Council comments that it is an ongoing project and will be likely brought to Committee of Council next Wednesday, May 17.
- City of Brampton has hired Rob Elliot, as the City's Commissioner of Planning and Development Services

- It is also important to note that the Municipal Engineers Association is hosting their annual conference in Brampton Nov. 21-24 and will be a great opportunity to showcase the downtown core and the City of Brampton.
- University update -- A meeting with Michelle McCollum regarding the university is also in progress and can be invited to the June meeting.
- Events Committee made a number of recommendations regarding sponsorship:
 - Lusofonia: \$1,000
 - Latin Fest \$3,000
 - Live Art Competition \$3,000

MOTION

THAT the Downtown Brampton BIA Board of Directors accept the recommendation for sponsorship.

Moved by: Rick Evans

Seconded by: Kristina Romasco

All in favour

CARRIED

- There is no update at this time on the Downtown Brampton Christmas Market.
- Canada 150 banners are currently in print, and the BIA has reached out to membership to purchase banners.
- The summer edition for Discover Downtown is currently in design and advertising guidelines will be included in the next board package as part of the marketing report.
- Meetings with radio buys have been conducted. Likely to look at a media buy with 640 AM, 680 News and/or CFRB Newstalk1010.
- Next business mixer is scheduled for June 20, venue to be confirmed.
- Safety meeting from May 1 was hosted due to the rash of graffiti.
- Summer marketing campaign: communication plans internally with BIA staff Andrea Magana and Suzy Godefroy.
 - **Action point:**
An update on the buys and a presentation from marketing for the next meeting.

12. Committee Reports (10:40 – 10:50 a.m.)

-Farmers' Market

- Booths were offered complimentary at no charge in the past to various businesses, mainly Main Street, in response to business disruptions. However, more businesses want to participate but must be tactful with the quote of the actual 'farmers' 20-21 businesses.
- Discussion arose on the idea of activating Queen Street and that there could be activity there too.

-Jazz Festival

- In progress – will be meeting soon to get an update on the current status. A grant was given.

13. Council Updates (10:50 a.m. – 11:00 a.m.)

- At the next Committee of Council meeting, there is going to be no parade for CeleBrampton, however a bigger event including a food festival.

14. Date and Time of Next Meeting

The next meeting will be on Tuesday, June 13, 2017 at 8:30 a.m.

15. Motion to Adjourn Meeting

MOTION

THAT the Downtown Brampton BIA Board of Directors meeting be adjourned.

Moved by: Herman Custodio

Seconded by: Kristina Romasco

All in favour.

CARRIED.

The meeting was adjourned at 10:00 a.m.