

Minutes  
**BDBA Board of Directors' Meeting**  
**Location: 76 Main Street North (BDBA Presentation Room)**  
**Date: July 8, 2015**  
**Time: 4 to 6 PM**

**Attendance:**

<b>MEMBERS NAME</b>	<b>PRESENT</b>	<b>ABSENT</b>	<b>REGRETS</b>
Andrew Mackenzie	✓		
David Harmsworth	✓		
Harpreet Zingh	✓		
Herman Custodio	✓		
Kristina Romasco	✓		
Kyle Pulis			✓
Peeyush Gupta	✓		
Rick Evans			✓
Councillor Bowman	✓		
Councillor Gibson	✓		
Councillor Medeiros		✓	
Councillor Moore	✓		
<b>STAFF MEMBERS NAME</b>	<b>PRESENT</b>	<b>ABSENT</b>	<b>REGRETS</b>
Alyestal Hamilton	✓		
Shirley Gannon	✓		

**Agenda summary:**

1. Staff and board update
2. Organization Overview
3. Board role expectation
4. Subcommittees
5. 78 Main St Lease
6. Events

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START	ITEM	MINUTES	MOTION	ACTION
4:01	<b>Call the meeting to Order</b> Vice Chair: Andrew Mackenzie	Vice Chair Andrew Mackenzie called the meeting to order at 4:01 PM		
	<b>Approval of the Agenda</b> Vice Chair: Andrew Mackenzie		<b>Motion to</b> Approve the Agenda <b>Moved by:</b> Kristina Romasco <b>Seconded by:</b> David Harmsworth	
	<b>Approval of the Minutes from the last Meeting</b>	Minutes not available. Will be approved next meeting.	<b>Motion to</b> Approve the Minutes from last Meeting <b>Moved by:</b> <b>Seconded by:</b>	
	<ul style="list-style-type: none"> <li>• Staff and board update</li> </ul>	<ul style="list-style-type: none"> <li>– AGM will not be until January 2016; election held in June 2015 for new board members was not AGM, but election for three empty seats</li> </ul>		

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	<ul style="list-style-type: none"> <li>○ Official introduction of board members</li> </ul>	<ul style="list-style-type: none"> <li>- ED position pending.</li> </ul>		
	<ul style="list-style-type: none"> <li>● Organization Overview           <ul style="list-style-type: none"> <li>○ Organization mandate</li> <li>○ Organization responsibility</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Presentation to be made for the next meeting of bylaws</li> <li>- Learn difference between BDBC and BDDC</li> <li>- Recreate new bylaws in conjunction to BDDC and specific mandate for downtown Brampton</li> <li>- Policy and procedures to be reviewed to be done by ED</li> <li>- Lease to be addressed: no delegation of authority of who can execute lease of this building because no Standard Of Procedure of who can sign- at this meeting need to understand who has rights for the board; Andrew will be responsible in the interim</li> </ul>	<p><b>Motion to have</b>          Board give authorization for Chair/Vice Chair to enter into contractual agreements and financial obligations not to exceed \$25,000  <b>Moved by:</b>          Cllr. Moore  <b>Seconded by:</b>          Cllr. Bowman</p>	
	<ul style="list-style-type: none"> <li>● Board role expectation           <ul style="list-style-type: none"> <li>○ Standard meeting procedures</li> <li>○ Meeting conduct</li> <li>○ Role of the board</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Cohesiveness as a board is important and we must convey the message of the board not personal opinions as we are ambassadors for the board</li> <li>- The number of meetings consecutively missed cannot be more than three</li> <li>- We have to support board and organization of its mandate</li> </ul>		

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		<ul style="list-style-type: none"> <li>- GOAL 50-60 people at meeting</li> <li>- One person speaks in media, same message, promotion- GOAL eliminate mixed messaging</li> <li>- Issue: accountability; <b>respectful</b> debate and culture fostered amongst board to avoid factions. Understanding responsibility of board decisions</li> <li>- MBC (Mississauga, Brampton, Caledon) volunteer organization: workshops for board accountability and knowledge- connect for future events for volunteer identification,</li> <li>- Meeting conduct: Robert's Rules of Order about structure of meeting, motions, and understanding what is structure</li> <li>- Role of the board: will be fully understood and decided based on BIA policy and legislation and figure out how it differs from BDDC, ultimately figure out who we represent</li> </ul>		
	<ul style="list-style-type: none"> <li>• Subcommittees             <ul style="list-style-type: none"> <li>○ Rebranding of organization</li> <li>○ Marketing and communications</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Alex Dobo: city employee prospect for developing physical branding free of cost</li> <li>- Form a committee to head decisions specific to branding; should name be open to decision via members or decided as a board             <ul style="list-style-type: none"> <li>○ Marketing and promotions</li> <li>○ Communications and events</li> <li>○ Restaurant committee; potentially birthed from Jazz on George</li> </ul> </li> <li>- Branding committee needs larger board involvement and specific as to who we serve, how we will communicate etc. in specific details</li> </ul>		

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		<ul style="list-style-type: none"> <li>- Get communication out for number of committees that need to be filled (via email and visits); pitch rebranding as a project with a start and end date versus an ongoing committee</li> <li>- Corporate call to restaurants, meeting: what are their needs, what do they want/ expect from the organization, only major event meetings</li> <li>- Final Committees             <ul style="list-style-type: none"> <li>o Marketing and Events                 <ul style="list-style-type: none"> <li>▪ Cllr. Gibson</li> <li>▪ David- Chair</li> <li>▪ Harpreet</li> <li>▪ Kristina</li> <li>▪ Peeyush</li> </ul> </li> <li>o Communications and promotions                 <ul style="list-style-type: none"> <li>▪ Cllr. Moore</li> <li>▪ Andrew</li> <li>▪ Herman- Chair</li> </ul> </li> <li>o Restaurant                 <ul style="list-style-type: none"> <li>▪ Executive Director</li> <li>▪ Kristina- Chair</li> <li>▪ Cllr. Medeiros</li> </ul> </li> <li>o Rebranding: one person from communications and marketing committee on this board and, chair                 <ul style="list-style-type: none"> <li>▪ Harpreet</li> <li>▪ Cllr. Bowman</li> <li>▪ Kyle- chair</li> <li>▪ Scope of being on a committee- meet</li> </ul> </li> </ul> </li> </ul>		
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		<p>a certain number of times, inventory all collateral of what is currently branded and what's need to be changed, know policy to work within policy, determining name, communication to membership</p> <ul style="list-style-type: none"> <li>○ Start date of branding launch</li> <li>○ Potentially hire a firm</li> <li>○ Develop different proposals</li> </ul> <p>– Each committee needs to request budget, bring recommendations etc.</p>		
	<ul style="list-style-type: none"> <li>● 78 Main St Lease           <ul style="list-style-type: none"> <li>○ Delegation of authority</li> </ul> </li> </ul>	<p>Refer back to Organization Overview for notes and motions</p> <ul style="list-style-type: none"> <li>– Lease time: July 1 2015- June 30 2017; 6 month notification</li> <li>– Full insurance coverage           <ul style="list-style-type: none"> <li>○ Space agreement needs to be updated on BDDC agreements of use for by outside organizations (i.e. Rotary, Chess Club)</li> </ul> </li> <li>– \$509/month rent</li> </ul>		
	<ul style="list-style-type: none"> <li>● Events           <ul style="list-style-type: none"> <li>○ Jazz on George</li> <li>○ Santa Claus parade</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>– <b>Jazz on George:</b> Jason (of Sul Irmaos), Bill Grant, Bob Darling, David Harmsworth           <ul style="list-style-type: none"> <li>○ Bill Grant, spoke to traffic to close street; however cannot be closed same time as Main street (Farmer's Market)</li> <li>○ GOAL: establish today a dollar figure of what board will provide for event               <ul style="list-style-type: none"> <li>▪ Entertainment; small groups from restaurants with headline act to fill</li> </ul> </li> </ul> </li> </ul>	<p><b>Motion to</b> cover expenses up to \$5000  <b>Moved by:</b> Cllr. Moore  <b>Seconded by:</b> Andrew Mackenzie</p>	

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		<p style="text-align: center;">more time</p> <ul style="list-style-type: none"> <li>○ Bill to help in bylaws and support needed for street cooking, working directly with restaurants</li> <li>○ Stage against garden city hall side</li> <li>○ Discussing with an event planner</li> <li>○ Will city charge back for in kind needs? Bill will answer question, problem Dennis Cutajar on vacation; therefore a lose end</li> <li>○ No other sources of funding outside of BIA</li> </ul> <ul style="list-style-type: none"> <li>- By BIA supporting this event helps to engage restaurant community and know they are supported by BIA</li> <li>- Cllr Moore will contact Alterra volunteers to support the event</li> <li>- <b>Santa Claus parade:</b> <ul style="list-style-type: none"> <li>○ Budget allotted is \$5000 by BIA; however, Santa Claus committee asking for \$10,00</li> <li>○ What is the marketing behind supporting this event at a rate of \$10,000?               <ul style="list-style-type: none"> <li>▪ Perhaps co-presenting and promotion of downtown merchants in float</li> </ul> </li> <li>○ Response to letter- be specific in what is desired as part of marketing and presence in parade, co-presenting event               <ul style="list-style-type: none"> <li>▪ Create feel good story through Rogers as a requirement of our sponsorship: story covering features of business owners leading up to parade show</li> </ul> </li> </ul> </li> </ul>	<p><b>Motion to</b> support Santa Clause parade ask of \$10,000 but clearly convey our presence and promotional material in parade. List of expectations pending</p> <p><b>Moved by:</b> David Harmsworth</p> <p><b>Seconded by :</b> Kristina Romasco</p>	
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		<p style="text-align: center;">time</p> <ul style="list-style-type: none"> <li>▪ Scavenger hunt style passport: similar to bridal walk. Encourage people to come back and collect             <ul style="list-style-type: none"> <li>• Get passports printed and distributed prior to parade and distributed during parade</li> </ul> </li> </ul> <p>– Suggestion: permanent fixture at all entrances for downtown area to be used for promotion of local events</p>		
	<p><b>Other Business</b></p>	<p>– Safety Concerns- Herman Custodio: break-ins and complaints regarding customers getting into shops because of break-ins at parking garages. Public concern.</p> <ul style="list-style-type: none"> <li>○ Suggestion: safety committee and provide an action list of what to do when dealing with situations of crime, build awareness through education</li> <li>○ Report incidents for every crime incident</li> </ul> <p>– Board to meet with police to have an update to learn level of crime activity happening in the community. Cllr Moore and Bowman will schedule meeting</p> <p>– Food Truck vendors: policy will be reviewed at later time; however, for Saturday's event (July 11) okayed</p>		



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<b>5:55</b>	<b>Adjournment</b> Vice Chair: Andrew Mackenzie	Vice Chair Andrew Mackenzie adjourned the meeting at 5:55 PM	<b>Motion to Adjourn the Meeting</b> <b>Moved by:</b> Andrew Mackenzie <b>Seconded by:</b> Peeyush Gupta <b>Motion Carried</b>	
<b>Next Steps:</b>				