

MINUTES

Committee Name: Brampton Downtown Business Association Board Meeting

Location: 76 Main Street North – Presentation Center

Date: Tuesday, September 8, 2015

Time: 4 – 6 pm

Attendance:

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

Agenda Summary:

1. Financial Update
2. Move to 76 Main Update
3. Street Décor Update
4. Committees Update

START	ITEM	MINUTES	MOTION	ACTION
4:05	Call the meeting to Order - Vice Chair Andrew Mackenzie			
	Approval of the Agenda - Vice Chair Andrew Mackenzie	<ul style="list-style-type: none"> Request to amend the agenda to include the constitution and policy update, along with Annual General Meeting as a first item 	Motion to Approve the Agenda and accept the amendment Moved by: David Harmsworth Seconded by: Peeyush Gupta Motion Carried	
	Approval of the Minutes from the last Meeting - August BDBA - August BDDC	<ul style="list-style-type: none"> Question: why were last month's minutes submitted before board approval Clerk's office request to have minutes from last meet "as soon as possible after the Board meeting is held" <ul style="list-style-type: none"> Moving forward, only submit approved minutes, making minutes submitted one month post the meeting Staff should be present during Council meetings to answer potential questions 	Motion to review and approve BDDC minutes immediately after the BDBA meeting Moved by: Peeyush Gupta Seconded by: David Harmsworth Motion to Approve the	

			Minutes Moved by: Peeyush Gupta Seconded by: Harpreet Zingh Motion Carried	
	Disclosure of Conflict of Interest - Vice Chair Andrew Mackenzie		Negative David Harmsworth	
	• Constitution	<ul style="list-style-type: none"> • Best practices: have a purchasing limit for the ED/IM. They cannot authorize a purchase over \$5,000 (excluding delivery and HST costs) even if in the budget line <ul style="list-style-type: none"> - Amount aligns with the processes of the City's purchasing policy. When the cost exceeds \$5,000, a motion at the board meeting is required; IM/ED to approach executive committee and get their approval when contract/spending needs quick turnaround to be added to constitution - Kyle would sign the invoice authorizing payment based on the passed motion 	Motion to accept a \$5000 official spending cap, excluding delivery and taxes, for the Executive Director/ Interim Manager purchasing authorization Moved by: Cllr. Moore Seconded by: Andrew Mackenzie Motion carried	

	<ul style="list-style-type: none"> • Annual General Meeting <ul style="list-style-type: none"> - Proposed time for AGM 2016 to be held 	<ul style="list-style-type: none"> • Dates need to be selected as soon as possible to begin planning <ul style="list-style-type: none"> ○ Proposed dates are January 12, 13, 14 2016 • January 2016 AGM would consist of election, constitution, operating policy approval • April 2016 Members meeting would be for financial purposes 	<p>Motion to selected the proposed range of dates in January 2016</p> <p>Moved by: David Harmsworth</p> <p>Seconded by: Peeyush Gupta</p> <p>Motion carried</p>	
	<ul style="list-style-type: none"> • Financial Update <ul style="list-style-type: none"> - Treasurer Shirley Gannon 	<ul style="list-style-type: none"> • A financial update will be provided on a quarterly basis • There will be a substantial amount of money available for the remainder of the year (2015) • The capital reserve is made of what will remain of money that is not spent • Overages options: the board can decide to use a portion of the unspent budget for rebranding and a marketing and campaign in 2016, with the remainder going into the capital reserve. • The board has power to decide how surplus will be used <ul style="list-style-type: none"> ○ What goes into capital reserve can be accessed through a board motion for an intended purpose • These points will be included in the business plan • Under the municipal act, the BIA surplus under goes in a non-obligatory reserve. From there surplus allotment can be arranged for capital or expenditures based on need 	<p>Motion to receive the financial statement provided</p> <p>Moved by: Cllr. Gibson</p> <p>Seconded by: Andrew Mackenzie</p> <p>Motion carried</p>	

	<ul style="list-style-type: none"> • Move to 76 Main update - Lisa Wright 	<ul style="list-style-type: none"> • Significant assistance from the City planning department the move; meeting with IT pending • Option: split AC for lower level • Peeyush and David to send details and Lisa to pitch recommendation to determine with management who will pay and feasibility • \$7000 going towards updating of space with brand along with refreshing: paint, repairs, electrical cleaning, window decals, hard costs of physical move, potential IT costs of wiring upgrades • GOAL: move in the last week of November, ideally in time to host a Christmas open house for membership 	<p>Motion to move forward with the move to 76 Main for a possible cost to the organization of \$7000</p> <p>Moved by: Cllr Moore</p> <p>Seconded by: David Harmsworth</p> <p>Motion carried</p>	
	<ul style="list-style-type: none"> • Street Décor Update - Lisa Wright 	<ul style="list-style-type: none"> • To speak on street décor in budget committee update 		
	<ul style="list-style-type: none"> • Committees Update - Budget: Chair David Harmsworth 	<p>Budget committee</p> <ul style="list-style-type: none"> • First meeting September 3. Determined budget to be submitted will be for the next three years <ul style="list-style-type: none"> ○ One year budget business plan 2-3 year plan would be general reflections and extrapolations • Approval process of the budget: as per the bylaw "the board shall prepare and approve a proposed business plan and annual budget for each fiscal year by the date and in the form required by council and shall hold one or more meeting of members for discussion of the proposed budget." <ul style="list-style-type: none"> ○ Research shows that other BIAs seem to be split 50/50 on board approval vs membership approval. 		

		<ul style="list-style-type: none"> ○ To involve membership prior to budget process: an electronic ask for input, physical meeting after approval of board to present budget and have discussion <p><i>Timelines</i></p> <ul style="list-style-type: none"> • Email to membership asking for input - week of September 14 • Staff presentation of budgets to committee – October 2/3 • Budgets presented to board for approval – Oct 13 • Membership meeting to review approved budgets – October 15 /16 • Final approved budgets to City due October 23 <p>Staffing Model</p> <ul style="list-style-type: none"> • Moving from full admin to part time admin and part time marketing support (duties to be further defined); could be one person or two part time positions • Emails: working on getting emails and back up distribution and contact <p>Street Décor</p> <ul style="list-style-type: none"> • Major investment and possible new wreath or décor in 2016 for Christmas. Banner program- new branding and fusion with old reprints, new four to five banner runs 		
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	<ul style="list-style-type: none"> • Committees Update - Rebranding: Chair Harpreet Zingh 	<p>Rebranding</p> <ul style="list-style-type: none"> • Name of organization: after casual polling DOWNTOWN Brampton favored over BRAMPTON Downtown <ul style="list-style-type: none"> ◦ Pitch Downtown Brampton BIA; use of BIA is important in name, but not necessarily with marketing. For internal and communication BIA will be included in name • Potential consideration for expansion of BIA boundaries as part of rebranding; something to consider for 2016 • Theme: modern heritage • Deliverables: name and logo, wordmark, slogan, colour palette, font, simple website, phase two physical branding (banners etc.) • Following city procurements policy • Request to quote went to five vendors and three have responded that they will be submitting a quote <p><i>Timelines</i></p> <ul style="list-style-type: none"> • Call for quotes – Wednesday, September 2, 2015 • Reply of interest – Friday, September 4, 2015, 4:30 pm • Time of inquiry – Thursday, September 3 – Thursday, September 10, 2015, 4:30 pm • Quotes due: Friday, September 11, 2015 – 4:30 pm • Finalists notified – September 18, 2015 – those not selected will also be notified by this date. • Presentation to Committee/Board – if required – tbd • Work timelines to be determine with award of contract. • We are projecting to have the final deliverables by October 16, 2015 	<p>Motion to change name of organization to Downtown Brampton BIA</p> <p>Moved by: David Harmsworth</p> <p>Seconded by Andrew Mackenzie</p> <p>Motion carried</p>	
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	<ul style="list-style-type: none"> • Committees Update <ul style="list-style-type: none"> - Events & Promotions: Lisa Wright 	<p>Event & Promotions</p> <ul style="list-style-type: none"> • Needs to be most substantial in size due to subcommittees needed for all major and minor events • First meeting: Tuesday, September 1 • All Board members, regardless of the committee they are on, are to be ambassadors by attending events <p><i>Events</i></p> <ul style="list-style-type: none"> • <i>A Night in the Lane</i>: happening Thursday, September 24: 6 – 9pm • <i>Meet the Beat</i> event: invite a Councillor to bring greetings – happening Sept 25: 11.30- 2pm • <i>Pumpkin Decorating</i>: at the BFM final day – happening October 10: 9 am – 1 pm • <i>Christmas Market</i>: getting FSEO planner for the event determining the processes and needs for the ask to city for support (similar to last <i>year</i>). We ask for close to \$20,000 of in kind services. This year we also have a member of FESO assisting <ul style="list-style-type: none"> ○ Committee to determine what events and spending will be done and it will be presented at the next board meeting • Partnership with the City results in a combined marketing budget from the three major teams that put on <ol style="list-style-type: none"> 1. Tree Lighting: City of Brampton 2. Santa Clause Parade: BBOT 	<p>Motion to spend \$8,000 of \$50,000 for Christmas market for marketing Moved by: David Harmsworth Seconded by: Peeyush Gupta</p> <p>Motion carried</p> <p>Motion to increase budget from \$4, 000 to \$7,000 of \$50,000 City partnership money for entertainment budget Moved by: Rick Evans Seconded by: Peeyush Gupta</p> <p>Motion passed</p>	
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		<p>3. Christmas Market: BDBA</p> <ul style="list-style-type: none"> ○ BDBA contributes 50% of the combined budget, BBOT contributes a smallest portion due to size. Above the dollars contributed by the City, they provide the coordination and design for these events ● Proposition for 2016 Christmas market: have market broken into stations that are placed at central areas throughout the downtown core to drive people through the downtown, moving traffic to create greater exposure to different businesses for people as they move throughout the downtown. <ul style="list-style-type: none"> ○ Create a map to encourage people to go beyond the central space ○ Proposed central areas: City hall entrances (new and old), laneways 		
	<ul style="list-style-type: none"> ● Event Update 	<ul style="list-style-type: none"> ● <i>Carriage Rides</i>: single sourced vendor (has been doing the rides for over 22 years) 	<p>Motion to spend \$25,000 of \$35,000 for carriage ride to be paid in two parts (deposit in October and remaining in December)</p> <p>Moved by: Cllr. Moore</p> <p>Seconded by: David Harmsworth</p> <p>Motion Carried</p>	

	<ul style="list-style-type: none"> • Event Update 	<ul style="list-style-type: none"> • <i>New Year's Eve:</i> marketing partnership potential with city. However, approval needed for \$10,000 sponsorship that is not in 2015 budget. This sponsorship of the main stage has been a continuing tradition <ul style="list-style-type: none"> ○ Main Stage sponsorship include: stage presence night of, logo presence and acknowledgement on all advertising pieces (potential impressions of 40 million), media release acknowledgement ○ For 2016: \$40,000 marketing budget as a separate line on 2016 business plan 	<p>Motion to approve \$10,000 sponsorship for NYE</p> <p>Moved by: David Harmsworth</p> <p>Seconded by: Peeyush Gupta</p> <p>Motion carried</p>	
	<ul style="list-style-type: none"> • Committees Update <ul style="list-style-type: none"> - Food & Drink Committee: Lisa Wright 	<p>Food & Drink Committee</p> <ul style="list-style-type: none"> • First meeting: August 24 • Social media marketing done by committee • Major concerns: parking and food trucks, driving business from events to businesses 		
	<ul style="list-style-type: none"> • Committees Update <ul style="list-style-type: none"> - LRT: Lisa Wright 	<p>LRT</p> <ul style="list-style-type: none"> • Committee met on August 15; role of BIA to be unbiased • Working with City's HMLRT staff to create meeting <ul style="list-style-type: none"> ○ To be included in: Metrolinx, Brampton Transit, Economic Development Office • Communication to membership will be done via mail, email, and door to door • Expected media interest 		
	<ul style="list-style-type: none"> • Committees Update 	<p>Marketing & communications</p> <ul style="list-style-type: none"> • Has not had a meeting yet 		

	<ul style="list-style-type: none"> - Marketing & Communications: Lisa Wright 	<ul style="list-style-type: none"> • Herman no longer able to act as current chair; however still interested in the role. Peeyush will step in as interim; morning meetings are favored 		
	Other Business	<ul style="list-style-type: none"> • Suggestion from Peeyush- store front lights are dark; backlit signs are not allowed, is there potential to subsidize goose neck lights by BIA for businesses to install the necessary lighting <ul style="list-style-type: none"> ○ Office of Central area: Lisa to determine the current programming and determine if there is potential for partnership with working with them; add on next month agenda ○ Capital investments that can be made in the downtown; i.e. subsidy package for businesses to get things lit- to help and support members for potential of capital expenditure • Façade programs are available 		
5:47	Adjournment - Vice Chair Andrew Mackenzie		<p>Motion to Adjourn the Meeting</p> <p>Moved by: Cllr. Gibson</p> <p>Seconded by: Andrew Mackenzie</p> <p>Motion Carried</p>	