

Friday April 8, 2016  
8 to 10 am  
76 Main Street North

**MEMBERS:**

Grettel Comas  
Herman Custodio  
Rick Evans  
Peeyush Gupta  
Jonathan Pereira  
Kristina Romasco

Fernando Russo  
Harpreet Zingh  
Councillor Gibson  
Councillor Moore

**STAFF:**

Suzy Godefroy  
Alyestal Hamilton

**1. Call to Order****2. Declaration of Quorum****3. Additions to the Agenda****4. Approval of Agenda****5. Approval of Past Minutes from March 8, 2016****6. Conflict of Interests- negative****7. Committee**

- I. Events & Promotions – Chair Grettel Comas
  - Classic Cars Update
  - Thursday Night Concert Series
  - Downtown Event Activations-Vivian Lane & public spaces
  - Let's Meet Brampton's Neighbourhood
  - Art Competition by Inzola

II. Food & Drink – Chair Kristina Romasco

III. Marketing & Communications – Chair Fernando Russo

**8. Beautification Update**

- Flowers/Planter's Subsidy
- Flower Pot Competition
- Sidewalk Repair
- Enhanced Lighting
- Gate Way Signage

**9. AGM Update**

**10.Executive Directors Update**

**11.Council Updates**

**12.Other Business**

**13.Date and Time of Next Meeting: May 10 8AM**

**14.Motion to Adjourn Meeting**

Meeting called to order **time 8:07 am**

**Approval of Agenda**

**Moved by:** Cllr. Gibson

**Seconded by:** Fernando Russo

Motion carried

**Approval of Minutes**

Motion to approve minutes

**Moved by:** Cllr. Moore

**Seconded by:** Kristina Romasco

Motion carried

**Conflict of Interest**

Negative

**Committee Update: Events & Promotions***Chair Grettel Comas*

- Classic Cars: July 14 – 16
  - o Initial meeting has taken place, updates to be provided
- Thursday Night Concert Series: June 2 – August 25
- Laneway activation: suggested programming time is post Farmers Market to keep attendees
- April 20: Film Day hosted by Public Library and COB in Garden Square
- May 5-7: FOLD, BIA sponsorship with logo presence on t-shirts
- May 30: Bike to Work, BIA members registered to participate
- June 11: Celebrampton

## Possible implementation

- Let's Meet Brampton's Neighbourhood
- Live Art Competition sponsored by Inzola
- Sidewalk sale
- Music and art in public spaces

Encroachment agreements: are available for any business

- o Suzy to get copy of encroachment agreement and formally inquire about rates to COB

**Committee Update: Food + Drink***Chair Kristina Romasco*

- Potential summer food event moved to Autumn for harvest event
- Restaurants to communicate live music so information can be shared on BIA social
- Parking issue on George street with ticketing of street parking after 6pm and weekends
- Motorcycle Mondays- restaurants are willing to open at time of event and are in support of the event
  - o Food trucks: is it possible to have a business' food truck parked in front of their brick and mortar store i.e. La Catrina food truck parked in front of restaurant for Motorcycle Mondays? COB traffic department to provide permission with potential bagging of meter. Speak to Bob Darling to assist in process.
- Social media video being filmed: aim to be completed for beginning of May

**Committee Update: Marketing &  
Communications***Chair Fernando Russo*

- Projects in progress:
  - o Newsletter: being created right now, will be printed for distribution to membership
  - o Directory: in phase 1 of listing

- Website: going through quoting process to hire third party business to build
  - Communication of meetings to membership to be done through website
- PR Intern from May – August: events, social media, campaign marketing
- Social media: building a strategy, plan, and policy
- After hours business mix: May 17, 5 – 8 pm
  - Save the dates to be sent
  - Will be communicated in newsletter
  - Membership to hand out invitations

**Beautification Update***Suzy Godefroy*

- Region of Peel scheduling a big dig (sewage and water upgrades) of downtown core for Spring 2017 with an aim of 2018 completion.
  - May 25: Planning meeting at COB, to get copy of report. Details of dig to be finalized.
  - BIA to create a task force to determine best way to communicate this to membership.

**AGM Update***Suzy Godefroy*

- Purpose of AGM is to present financials as provided by Shirley and possible the auditors
- To happen May 31: Suzy to speak with Shirley to determine if AGM could be postponed
- Possible venues (has to be within boundaries as per constitution): Rose Theatre, City Hall Conservatory
- Potential guest speaker: Mayor Jeffrey

**Executive Director Update***Suzy Godefroy*

- Review budget as a group at next board meeting
- In the process of designing new banners for downtown core: visioning meeting to happen soon
  - Currently working with COB for potential sponsorship
- Emergency marketing meeting for infrastructure taskforce

**Other Business**

- Connect all board members on social media, exchange personal information for ease of contact
- Date and time of next meeting: May 10, 8 am

**Motion to adjourn meeting****Moved by:** Kristina Romasco**Seconded by:** Herman CustodioMeeting adjourned **time 10:08 am****Action Items**

Action Item	Person responsible	Deadline
Big Dig Task Force Committee	BIA Office	