

MINUTES

Downtown Brampton BIA Board Meeting

Location: 76 Main Street North – Presentation Centre

Date: Tuesday, December 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			
Alyestal Hamilton	✓		
Lisa Wright	✓		
Shirley Gannon			✓

Agenda Summary:

1. Committee Update
2. Move to 76 Main
3. Financial and Budget Update
4. Constitution and Operating Procedures

START	ITEM	MINUTES	MOTION	ACTION
4:06	Call the meeting to Order - Chair Kyle Pulis			
	Approval of the Agenda - Chair Kyle Pulis		Motion to approve agenda Moved by: Cllr. Gibson Seconded by: Andrew Mackenzie Motion Carried	
	Approval of the Minutes from the last Meeting - November		Motion to approve minutes Moved by: David Harmsworth Seconded by: Kristina Motion Carried	
	Disclosure of Conflict of Interest - Chair Kyle Pulis	Cllr. Bowman- hiring committee as Stephen Rhodes may have applied for the Executive Director position		

	<p>Committee Update: Marketing & Communication - Peeyush Gupta</p>	<ul style="list-style-type: none"> • There will be no meeting for December. Lisa will provide an update regarding market buys for 2016 via email to committee • Kristina: Facebook page likes over 1300, reach is over 10,000 <ul style="list-style-type: none"> ○ Editorial content comes from what BIA businesses post on their social media ○ AGM in January is really a Special Members Meeting (SMM) with the official AGM happening in May • Date change <ul style="list-style-type: none"> ○ Kyle: aim for Jan 26 <ul style="list-style-type: none"> ▪ Lisa: messaging for the meeting could be lost in holiday communication • Interim board stays until replacements are made, which happens at election meeting • Other potential dates: February 3, 4, 9, 10, 11 at a different venue <ul style="list-style-type: none"> ○ Aim for February 3 date 		<p>Lisa to provide update regarding 2016 marketing buys</p> <p>Tentative date of AGM is February 3; thus, a new location needs to be selected</p>
	<p>Committee Update: Parking - Peeyush Gupta</p>	<ul style="list-style-type: none"> • Parking program to run from Dec 14 to 24. These dates were selected because the City doesn't charge for municipal parking from December 25 to NYE; however, the City does not advertise this. <ul style="list-style-type: none"> ○ Board: we should include the December 25 to NYE dates in our messaging <ul style="list-style-type: none"> ▪ Lisa: advertising has already been sent to print and media sources, but will try to pull it back ▪ Board: if we are unable to pull ads back from 		

		<p>print, opt for promotion of this message via social media</p> <ul style="list-style-type: none"> - Lisa to inquire if we can message this 		
	<p>Committee Update: Events & Promotions</p> <ul style="list-style-type: none"> - David Harmsworth 	<ul style="list-style-type: none"> • Christmas Market was well received this year: Lisa to have a full update meeting with FSEO • NYE Mainstage sponsorship provides VIP items, including; <ul style="list-style-type: none"> ○ 3 min speaking opportunity on stage ○ Posters on main stage ○ Social media promotion via Twitter; mentioned as sponsors ○ Place on the Garden Square LED screen as a sponsor ○ VIP passes and access to a sponsors lounge in Rose Theatre • Lisa to follow up with FSEO regarding what communication to businesses regarding NYE has taken place to date 		
	<p>Committee Update: Food & Drink</p> <ul style="list-style-type: none"> - Kristina Romasco 	<ul style="list-style-type: none"> • Seven food based businesses represented, along with Cllr Medeiros and staff in attendance • Taste of Downtown Brampton is a \$100 buy in from participants <ul style="list-style-type: none"> ○ 6 out of 7 businesses present said yes to participating; one not included because business is not suited for this event • Call for a committee liaison to Classic Cars: Eddie from La Catrina or RJ from Tracks offered as potentials 		

	<p>Committee Update: Rebranding - Lisa Wright</p>	<ul style="list-style-type: none"> • Waiting on four logo options <ul style="list-style-type: none"> ○ These will then be shared with the Board via email. Revisions will be made and committee will move forward 		
	<p>Committee Update: Hiring - Lisa Wright</p>	<p>*Cllr. Bowman left due to other commitments. Chose to leave at this time due to conflict of interest*</p> <ul style="list-style-type: none"> • 75 resumes came in. Lisa will bring approximately 15 to the proposed hiring committee. • Committee to include: <ul style="list-style-type: none"> ○ President- Kyle Pulis ○ Vice President- Andrew Mackenzie ○ Chair from each committee- Peeyush Gupta, David Harmsworth, Kristina Romasco ○ Cllr. Moore ○ Lisa Wright • Kyle: do we have a vetting process prior to the interview? A phone interview to explain the expectations of the position, what the role will actually entail, and salary expectations. The applicant can determine if they would like to proceed. <ul style="list-style-type: none"> ○ Cllr. Moore: part of this vetting process should stress the importance of reporting to a board of directors so applicants are fully aware • Cllr. Gibson: what did we put out as part of the job posting? <ul style="list-style-type: none"> ○ Lisa: a summary and larger description upon request • Kyle: the committee needs to come together to 		<p>Hiring Committee to meet December 17 at 10:30am to determine the hiring process going forward</p>

		<p>determine process</p> <ul style="list-style-type: none"> ○ Meet for procedural meeting Dec 17 @ 10.30 without Kristina but she will still be part of the hiring process • Cllr Moore will be the councilor • Lisa: idea is to go forward with interviews first week back in January to present Executive Director at Special Members Meeting 		
	<p>Committee Update: Hiring</p>	<ul style="list-style-type: none"> • Lisa proposes speaking about the extension of her contract to allow for successful SMM execution and training of the new 	<p>Motion to go in camera to discuss the extension of Lisa's contract</p> <p>Moved by: Andrew Mackenzie</p> <p>Seconded by: Cllr. Moore</p> <p>Motion Carried</p> <p>Motion that the City be requested to extend the secondment of Lisa Wright until March 31 or until start date of new hire plus two weeks, whichever comes first</p>	

			All in favor	
			Motion Carried	
	<p>Move to 76 Main Update - Lisa Wright</p>	<ul style="list-style-type: none"> • Move date is December 16 • Issues with getting basement cleaned post soda blasting and air quality 		
	<p>Financial and budget update - Lisa Wright</p>	<ul style="list-style-type: none"> • Budget presented to Council on December 2 and was approved • BDDC funds (\$260,000+) have been allocated to the BIA, in addition to an underspend of 2015 results in a cumulative overage for 2016 which a majority will be spent on street lighting and the banner program and marketing project • Marketing partnership grant of \$40,000 from the City; when this partnership was created it was to include parking, NYE, and some smaller projects. No longer called a matching grant; however, the spirit of it is, and on the budget it needs to be, placed as a line entry • Street décor and banners in 2016 could be included in the spirit of partnership and in 2017 we specify it as a \$80,000 expenditure on its own line and a \$40,000 revenue. At AGM 2016: have budget roundtables and determine how this money will be spent going forward • Cllr. Gibson received a call by press regarding the BIA and why the City is putting money in. He clarified the questions asked <ul style="list-style-type: none"> ○ Lisa has not received any calls regarding this 		

		<ul style="list-style-type: none"> • Initiatives and ideas can come from either BIA or City. These initiatives would then be funded from the \$80,000 BIA and City partnership 		
	<p>Operating Procedures - Lisa Wright</p>	<ul style="list-style-type: none"> • In the final stages of the Operating Procedures book. Does the Board want to see it/ be a part of the process? • Andrew: send it out via email for input and review from the Board 		
	<p>Constitution - Lisa Wright</p>	<ul style="list-style-type: none"> • Constitution: gone to the Clerk's Office for review to ensure it does not contradict the Bylaw or Municipal Act. Any changes will be brought at the SMM when it is presented (Jan/Feb) <ul style="list-style-type: none"> ○ Cllr Moore: concern with the composition of the voting for councilor representation. Previous meeting it was agreed for one vote to come from each ward pairing (wards 1 & 5, 3 & 4) • Lisa to review if wards are represented/stated in the constitution. Wards may have been included in wording • Municipal act says municipality can appoint one or more board members • Having a two vote weight for councilors is complicated because the number of councilors sitting on the board may change and they may not always be from the downtown wards • Kyle: it has got to be inclusive and we need to remove any language that specify ward. We need a mechanism to decide which councilors are voting and which ones are not 	<p>Motion to set our board structure for up to 12 people, including up to eight members and up to four councilors</p> <p>Moved by: David Harmsworth</p> <p>Seconded by: Andrew Mackenzie</p> <p>Vote:</p> <p><i>5 in favor</i></p> <ol style="list-style-type: none"> 1. Cllr. Moore 2. Cllr. Gibson 3. David Harmsworth 4. Andrew Mackenzie 5. Kyle Pulis 	

		<ul style="list-style-type: none"> • Lisa: after last meeting reached out to OBIAA for direction is unusual to have more than one because it is seen as a duplication of councilors as resources <ul style="list-style-type: none"> ◦ Cllr. Gibson: after research, determined in-kind, treasury, and other resources from the city estimates at \$150,000 • Kyle: previous conversation of two votes was to maintain the status quo to what other BIAs practice and ensuring that structure is maintained moving forward as it has proven successful. However, regardless of votes being given, Downtown councilors are still willing to participate with BIA because they are important assets and desire to be respectful to contributing to the constituents of the downtown • David: the norm does not necessarily have to be relevant to us. Suggests we ask council to automatically appoint all four downtown councilors to the board • Board structure should not discourage their participation; instead of pairing down their votes, get their participation and then increase the board members to balance • Kyle: we are in a fortunate position now where we have participation of all downtown councilors. In the future they may not be and councilors from other wards may be involved instead. We need to maintain a particular size for a board: we should adhere to the status quo because it works and it is a standard 	<p><i>3 against</i></p> <ol style="list-style-type: none"> 1. Kristina Romasco 2. Herman Custodio 3. Peeyush Gupta <p>Motion carried</p>	
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		<ul style="list-style-type: none"> ○ David: the more positive approach we take the more positive result we will have ● Peeyush: concern is a four year term may be too long. Instead have a rotation of people so not to grow stagnate as an organization <ul style="list-style-type: none"> ○ Peeyush: could we ask for downtown councilors? <ul style="list-style-type: none"> ▪ Kyle: we can't request who is appointed <ul style="list-style-type: none"> - Cllr. Moore: it is up to council who they decide to appoint ▪ Lisa: what is the council process to be on a committee? Is it offered? <ul style="list-style-type: none"> - Gibson: it is the first time in BIA/ BDDC history to have all four downtown councilors sit on the board or want to participate. When it was offered by council who wanted to be part of this board all four volunteered, so why cut it back. He has suggested increasing the number of members on board to balance ● Cllr Moore: hopes councilors have not been seen as trying to control things, but helping to navigate in city relations and budget. The vote is a representation of your voice and there is a difference of a board of directors and an advisory group ● Herman: collect pros and cons of having four councilors or get advice from OBIAA to gain some guidance and direction on the matter. Perhaps invite Kay Matthews to 		
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		<p>speaking to board to help us navigate starting up a BIA and this issue</p> <ul style="list-style-type: none"> • Andrew: why are we deterring the number of councilors on our board? If they'd like to be engaged we should let them. As a board we have to overcome the short term and look at the long term, which is for the betterment of the organization the councilors are assets <ul style="list-style-type: none"> ○ David in agreement with this • Cllr Gibson: potential of media coverage of this matter by spinning the story. Headline "BIA kicks councilors off of their board". He has been getting inquiries from the press • Cllr. Moore: if this is true there is a greater problem on hand for the BIA as the press is trying to create us as dysfunctional board • Lisa: did do due diligence on researching how other BIAs do things, construct their boards, and municipal representation • Herman, what makes us unique is that our downtown and in four different wards. Need to look at City representation on the board as it aligns with other BIAs <ul style="list-style-type: none"> ○ Lisa: could extend an invitation to Kay to be SMM keynote • Kyle: skepticism and cynicism could turn story around from board kicking off councilors to City pushing to have its way with the BIA • David: we should ask for Downtown councilors only 		
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		<ul style="list-style-type: none"> ○ Cllr. Moore: you can ask, but it does not mean the City has to acquiesce 		
	Other Business	<ul style="list-style-type: none"> • Herman providing a follow up on safety concerns from a previous meeting: <ul style="list-style-type: none"> ○ Peel Police is willing to work with the BIA providing an update to what is happening as well as provide education sessions for businesses • Cllr Moore: BIA should send a letter to Peel Region Police (contact name probably Sara Jones). We have a Beat Patrol team. Invite them to come to BIA meetings (summer is the best time as they are out more often) to deliver updates as to what they are seeing. If BIA collects questions and passes them on to the Beat Patrol the BIA can begin a Beat relationship • At SMM, perhaps have a short education session • Cllr. Gibson: a committee a few years ago was made up of business people of the BIA; however, it operated under the realm of Safe City and it got lost. <ul style="list-style-type: none"> ○ This time around the Board should aim to engage residents as well because they know and see a lot more. Cllrs could arrange for police to come in whenever they (the board) wants • Kyle: move forward should be to initiate conversation and add this item on the next agenda to discuss the initiatives we would like to have the police on • Peeyush: what is happening with the façade program 		<p>BIA to send letter to Peel Regional Police to build a relationship and action Herman's initiative</p> <p>BIA to get the link to the December 7 Planning and Community Improvement meeting minutes to share with membership</p>

		<p>and is their possible funding or grant opportunities available</p> <ul style="list-style-type: none"> ○ Cllr Moore: last night's (December 7) meeting was on planning and community improvement. It included programming and incentives. It would be worthwhile for the BIA to get link to report and share with members • Peeyush: could the board create a committee for art and culture. He is getting inquiries from people who'd like to initiate art projects, particularly on business property, and would want the BIA to engage that aspect of the community <ul style="list-style-type: none"> ○ Lisa: it could be possible work in tandem with existing organizations and the City regarding this and know that as we grow as an organization we can expand the number of committees we are creating • Peeyush: who do we ask for regarding parking signs (green P sign to lead to parking) <ul style="list-style-type: none"> ○ Cllr. Gibson: can parking be added as an agenda item regarding businesses feeding meters and other associated issues <ul style="list-style-type: none"> ▪ Cllr. Moore: T by Daniel Instagram post is negative messaging that impacts not only himself but all other businesses 		
5:47	Adjournment		Motion to Adjourn the Meeting	

	- Chair Kyle Pulis		Moved by: Peeyush Gupta Seconded by: Kristina Romasco Motion Carried	
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