

Tuesday, July 12, 2016
8:00 to 10:00 am
76 Main Street North

MEMBERS:

Grettel Comas
Rick Evans
Peeyush Gupta
Kristina Romasco
Fernando Russo
Harpreet Zingh
Councillor Bowman
Councillor Medeiros

STAFF:

Bob Darling
Shirley Gannon
Suzy Godefroy
Alyestal Hamilton

GUEST:

Councillor Fortini

Agenda

- 1. Call to Order at (8:00)**
- 2. Declaration of Quorum**
- 3. Additions to the Agenda**
- 4. Approval of Agenda**
- 5. Conflict of Interests**
- 6. Approval of Past Minutes from June 14th, 2016 (8:10)**
- 7. Committee Updates (8:15 – 8:55)**
 - I. Events & Promotions – Chair Grettel Comas
 - II. Food + Drink – Chair Kristina Romasco
 - III. Marketing & Communications – Chair Fernando Russo
- 8. Downtown Brampton Road Construction Task Force (8:55 – 9:10)**
- 9. Executive Directors Report (9:20 – 9:35)**
 - AGM – Acceptance of Minutes
 - Banners - Update
 - Beautification & Maintenance
 - Business Mix July 26th
 - Staffing
- 10. Council Updates (9:35 – 9:45)**

11. Other Business

12. Date and Time of Next Meeting – Tuesday August 9th at 8 a.m.

Meeting called to order **time 8:12 am**

Approval of agenda

Moved by: Kristina Romasco

Seconded by: Fernando Russo

Motion carried

Conflict of interest

Negative

Approval of past minutes

Moved by: Grettel Comas

Seconded by: Kristina Romasco

Motion carried

Committee Updates: Events & Promotions*Chair Grettel Comas*

1. Live art competition: September 10 with soft launch Classic Cars Weekend
 - Medium of oil on canvas, Region of Peel visual artists
 - PAMA in partnership
 - Creation of a landing page
2. A Night in the lane: committee meeting pending
3. Events in August
 - Possible street closure
 - 55+ Games: BIA sponsorship with partnership during TNCS
 - Suzy: will send 55+ Games sponsorship update to the board
4. Classic Cars
 - Friday night: Party in the LANES – laneway activation
 - Scavenger hunt: have scavenger clues flash on the screen to remind people to participate
 - Window decorating contest
 - Volunteers
 - Callout has been made
 - Patio extension

Committee Updates: Food + Drink*Chair Kristina Romasco*

- No July committee meeting
- Foodie Friday happening July 22
 - Communicated in e-newsletter
 - Feature business: GK Kitchenette
- Post Classic Cars will resume food truck bylaws
 - BIA examining the food truck bylaw to see how it best fits for downtown
 - Survey will be extended to food and drink communities

Committee Updates: Marketing & Communications*Chair Fernando Russo*

- No July committee meeting
- Fall & Winter marketing plan is newest focus

- Transit
- Recreation, Arts & Culture extension for promotion: on screen, in recreation centres
 - BIA currently speaking with those departments
- To present to councillors: request councillors on board of possibilities of communicating downtown events for newsletters space
 - Director of Communication to determine communications strategies
- Website: promotions page, businesses can send promotions and sales to BIA office to have it shared on website

Downtown Brampton Road Construction**Task Force**

Heather Frost and Sabrina Chirco (EDO office)

- Region of Peel project to upgrade road structures throughout downtown Brampton as a key priority site. Currently in a preplanning stage
 - Preplanning: key goal – understanding how our downtown functions
- Ambassador program: representatives from Region of Peel and COB to survey all businesses to understand functionality and operations of each business in the study area
 - Heather and Sabrina COB ambassadors
 - Survey allows Region of Peel to understand the details that need to be communicated to contractors
 - i.e. peak times to assist in minimizing impact of construction
 - Area: Queen corridor (Centre to Mill) and Main Street (Harold to Vodden)
- Survey available online and will be communicated in our e-newsletter
 - Paper copies available
 - Canvassing being done by ambassadors in business
 - Timelines: beginning Next week to mid- August with a completion prior to end of August
 - All business members and BIA will be surveyed as stakeholders
 - BIA to share what events happen, where, and when they take place
 - If survey is completed online, ambassador visit can still make place
 - Not surveying residents
- Construction is aimed to begin Summer 2018
- Region of Peel to attend next board meeting (August 9)

- BIA to ask
 - What promotion/ signage/ communication of businesses for patron use will be done
 - How will construction delays resulting from unprecedented hindrances be handled
 - How will improvements and benefits be effectively communicated to membership
 - What monetary commitment will be provided by Region of Peel
 - Who covers the cost of enhancements for streetscape?

- How will utility insufficiencies be addressed for businesses via Hydro and Embridge and how will those insufficiencies be communicated from end users (businesses)?
- What is the lighting plan to create more efficient light downtown and location of power sources?
- Where are the visuals for the end project and proposed plan for phase 2?

Executive Directors Report*Suzy Godefroy*

- AGM minutes: board to receive at next meeting
- Banners: update
 - Banners in print and installation to happen in coming week
- Beautification & maintenance
 - Request for quote for new lighting in downtown core for Christmas with \$60,000 décor budget: to be brought to beautification committee – Herman Custodio lead
 - Action: meeting for infrastructure and improvement meeting (subcommittee of marketing committee)
- Business Mix July 26
 - Venue to be confirmed: two potential venues
- Staffing
 - Executive meeting to review staffing needs and to update board
- Rose Theatre: sponsorship proposal and BIA events as community events promoted on screen as a service free of charge to BIA as determined by the executive committee
 - No sponsorship deal finalized
 - Will there be BIA tent presence with remaining events for season in Garden Square?
- Monday, July 18: board invited to attend to meet with MP and Minister of Small Business

Council Updates

- Economic Development meeting to happen in summer
- Council meeting to begin again in September

Other business

- Rick: Executive to meet on a regular basis every Tuesday to streamline meeting tasks and keep updated on current happenings that happen during month between board meetings
 - Financial planning will send guideline for budget to come from Shirley with an August 29 deadline: make adjustments to 2017, 2018, and build 2019

Motion to adjourn meeting
Moved by: Kristina Romasco

Seconded by: Fernando Russo

Meeting adjourned **time 10:03 am**
Action item

Category	Action Item	Person Responsible	Deadline
Events & Promotions	Present to committee: A Night in the Lane to be moved from Thursday, September 8 to Saturday, September 10	Grettel Comas	August Committee Meeting
Events & Promotions	Present to committee: Different mediums (ex. chainsaw artist) to include in Live Art as part of entertainment	Grettel Comas	August Committee Meeting
Events & Promotions	Present to committee: potential pilot program through business tent placement in Garden Square during Olympics	Grettel Comas	August Committee Meeting
Marketing & Communications	Present to committee: build communication methods and potential collaboration to build engagement for business mix	Fernando Russo	August Committee Meeting
Marketing & Communications	Present to committee: street signage to promote downtown	Fernando Russo	August Committee Meeting
Marketing & Communications	Present to committee: discussion of leveraging Garden Square events as businesses	Fernando Russo	August Committee Meeting
The Big Dig/ Marketing & Communications	Strategize a marketing and communication plan for strategy in partnership with Region of Peel and City of Brampton	Fernando Russo	August Committee Meeting
Executive Report	AGM minutes to be approved next board meeting: include as agenda item	Alyestal Hamilton	August 9

Beautification & Maintenance	Invite Doug Roeternik and Ed van Ravens to committee meeting	Bob Darling	
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