

Tuesday, June 14, 2016
8:00 to 10:00 am
76 Main Street North

MEMBERS:

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

Councillor Bowman
Councillor Gibson
Councillor Moore

STAFF:

Suzy Godefroy
Alyestal Hamilton

1. Call to Order (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 May 10, 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. Safety Update (9:10 – 9:20)****10. Executive Directors Report (9:20 – 9:35)**

- AGM
- Banners
- Business Mix June 28th
- City & BIA partnerships, Economic Development & Council
- Staffing

- 11. Council Updates (9:35 – 9:45)**
- 12. Other Business**
- 13. Date and Time of Next Meeting – Tuesday July 12, 2016, 8:00 – 10:00**
- 14. Motion to Adjourn Meeting (10:00)**

Meeting called to order **time 8:03 am**

Approval of agenda

Moved by: Kristina Romasco

Seconded by: Cllr. Elaine Moore

Motion carried

Conflict of interest

Negative

Approval of past minutes

Moved by: Cllr. Grant Gibson

Seconded by: Cllr. Jeff Bowman

Motion carried

**Committee Updates: Events &
Promotions***Chair Grettel Comas**Classic Cars*

- Friday Laneway activation
 - o Road closures: securing Vivian and McArter Lane and formal approval pending for Daily Times Square
 - o BIA to go to Planning and Infrastructure meeting to secure in kind requests
 - o Send posters (already done through Festival and Special Events) to:
 - Parkplace
 - Alterra
 - Landmark
 - Regent
 - Parkhill

Task: Suzy to speak with Bill Grant to determine best method to be included in communication and determined how information is shared with condos

Art Competition

- BIA financial support of \$2500
- Community partnerships with Beaux-Arts, City Hall, and PAMA
- Cash prizes provided by Inzola and membership via Beaux-Arts
- Live artists to be located throughout downtown: meeting with Mike Parks to determine if permissions are needed
- Naming event will be open to membership

A Night in the Lane

- Committee coming together to assist in planning event; date moved to September 8

Sponsorship presentation – Vibrant Brampton

- BIA looking to potentially sponsor event and sponsorship opportunities available to
- Six non-BIA members to be food vendors
- The Wee Smoke Shop is presenting sponsor

Motion for the BIA to support Vibrant City 2016 with \$2500 in sponsorship and review potential sponsorship for 2017

Moved by: Kristina Romasco

Seconded by: Herman Custodio

Motion carried

Committee Update: Food + Drink

Chair Kristina Romasco

Food Truck by-laws

- Pilot project to accept food trucks with BIA permission as per by-law in permitted areas within downtown. To know if go forward is supported, survey will be sent to membership

Washrooms use

- Public washroom use in restaurants is resulting in greater problems for them. communication with city to be done to ensure proper facilities are available along with communication

Foodie Friday Lunch Deliveries

- BIA membership project pilot project, one Friday of every month with a featured restaurant and that restaurant will deliver to businesses

Committee Update: Marketing & Promotions

Chair Fernando Russo

Advertising

- Billboard and bus advertising and communities in Brampton to be targeted primarily was discussed – putting a plan together with numbers for Fall and Winter season advertising

Website

- Now live: review your business, content review, and include promotions, training for staff will be extended to board members as well

Communication

- Membership communication being done with bi-weekly e-newsletter, printed to be sent in September
- Directory will either be printed or digital – committee still researching to determine best method

Business Mix

- June 28 and 5:30 – 7:30 pm; reach out with Brampton Board of Trade for monthly mixers
- Challenge to attendees to bring a friend
- Extend invitation to businesses that are downtown for Farmers Market i.e. Pie Guyz
- Potential partnership with JN Asensio Realty
- Other styles: breakfast mixers for different timeframe

Video promotion

- PGP proposal: create additional videos per six key words

Downtown Brampton Road Construction Task Force

Suzy Godefroy

- Report delay due to findings from initial assessment and city determining best action plan to increase pedestrian accessibility upon consultation with community stakeholders, including the BIA

Safety Update

Herman Custodio

- Suzy and Herman met with Peel Police to establish regular communication between force and BIA
- Meet the Beat: dates being discussed for September

Executive Directors Report

Suzy Godefroy

AGM

- Matters of quorum: board members not counting for quorum should be changed
 - o To be reviewed by Executive Committee to review proposal of constitution change for next AGM

Banners

- Partnership has changed and Suzy going through quote process to determine best option based on printing and installation

Motion to move forward with Print Three and Meri Mac as vendors

Moved by: Kristina Romasco

Seconded by: Peeyush Gupta

City & BIA partnerships, Economic Development & Council

- Letter to Dennis Cutojar and passed at June 1 to have City representation at meetings as needed – Bob Darling will be at meetings
- BIA presentations for council updates at Economic Development meeting and in kind requests for Classic Cars Celebration and Planning and Infrastructure meeting

Staffing

Motion to move in camera

Moved by: Cllr. Elaine Moore

Seconded by: Kristina Romasco

Other business

- Change the signage over the office to new name of BIA
- BIA aim to be title sponsorship for community groups happening in our downtown
- Celebrampton street closure: activate full street to encourage foot traffic to distribute attendance
 - o Move free vendors through downtown to help move attendees through downtown

- Potential activation: going back to original of Brampton Day with display of machinery and fire trucks and celebrating different departments in Brampton
 - Could be a recommendation from the board along with BIA representative at table for any City planned events in BIA boundaries
 - Programming needs to be consistent to keep activity happening: suggestion of a morning parade
 - Passport program as an incentive to visit businesses downtown
 - Incentives to get into businesses with scavenger hunts, special offerings, and maps to help navigate
 - BIA presence was lacking during Celebrampton: next year BIA could be included through entertainment sponsorship or additional programming
- Cigarette butts outside of stores: city staff sweep every morning with power washes happening weekly
- Previous Lowes sponsorship for brooms and create a sweeping partnerships and initiatives
 - Formal thank you to downtown Doug from BIA and invite him to next BIA business mix for public recognition
 - City staff on beautification and BIA can work to engage businesses: Herman to head beautification and to work with Heather to initiate

Motion to adjourn meeting**Moved by:** Kristina Romasco**Seconded by:** Cllr. Elaine MooreMeeting adjourned **time 10:10**