

Tuesday May 10, 2016
8 to 10 am
76 Main Street North

MEMBERS:

Grettel Comas
Herman Custodio
Rick Evans
Peeyush Gupta
Kristina Romasco
Fernando Russo

Councillor Gibson
Councillor Medeiros

STAFF:

Shirley Gannon
Suzy Godefroy
Alyestal Hamilton

- 1. Call to Order**
- 2. Declaration of Quorum**
- 3. Additions to the agenda**
- 4. Approval of agenda**
- 5. Conflict of Interests**
- 6. Approval of Past Minutes from April 8, 2016**
- 7. Financial Report**
- 8. Committee Updates:**
 - a. Events & Promotions – Chair Grettel Comas
 - b. Classic Cars Celebrations - (Sub Committee of Events) – Chair David Harmsworth
 - c. Food + Drink – Chair Kristina Romasco
 - d. Marketing & Communications – Chair Fernando Russo
- 9. AGM - Tuesday May 31st 6 – 8pm**
- 10. Downtown Brampton Road Construction Task Force**
- 11. Executive Directors Report**
 - a. OBIAA Conference Update
 - b. Website: www.downtownbramptonbia.ca
 - c. Newsletter
 - d. Business Mix

- e. AGM
 - f. City & BIA partnerships
- 12. Council Updates**
 - 13. Other Business**
 - 14. Date and Time of Next Meeting: Tuesday June 7, 8:00 – 10:00 am**
 - 15. Motion to Adjourn Meeting**

Meeting called to order **time 8:09 am**

Amendment to agenda

Request to add the following to agenda granted:

- Vibrant City presentation
- Board member attendance: how the board will handle a member who has missed three consecutive meetings

Moved by: Kristina Romasco

Seconded By: Cllr. Gibson

Approval of agenda as amended

Moved by: Cllr. Gibson

Seconded by: Fernando Russo

Motion carried

Approval of agenda as amended

Moved by: Kristina Romasco

Seconded by: Grettel Comas

Motion carried

Approval of minutes

Motion to approve minutes

Moved by: Kristina Romasco

Seconded by: Grettel Comas

Motion carried

Conflict of Interest

Negative

Financial Report*Treasurer Shirley Gannon*

- Financial documents were presented, including the first quarter report for 2016 and Auditors Report.
 - o YTD we are in a better position than what was budgeted
- Creation of a committee to decide how money from reserve will be spent

Motion to receive the financial documents as presented by Shirley Gannon**Moved by** Fernando Russo**Seconded by** Kristina Romasco**Committee Updates: Events &
Promotions***Chair Grettel Comas*

- Upcoming events with BIA participation:
 - o May 30: Bike to Work, 6 participating BIA businesses
 - o TNCS: Investor's Group sponsorship \$7500 and billed as a title sponsor
 - Matter of title recognition for TNCS be taken back to committee to look at agreement and create official proposal
 - Long term committee aim: set a sponsorship program that is a standard for each sponsorship opportunity
 - o Business Mix: May 17, 5-8 pm – promoting what is happening at the BIA
 - o A Night in the Lane: September 15 5-8:30, potentially expanding this event to other laneways throughout summer season with one lane featured a month
 - Working with a taskforce to meet needs of event
 - o Live art competition: marketing to begin in July with event happening in September 10, 10 – 5 pm. Done in partnership with Beaux Arts and PAMA
 - o Sponsorship of events: 55+ games, FOLD
 - o Retainer for photography/ video production quote will be requested for summer events
 - o Motorcycle Mondays cancelled
- Classic Cars Celebrations
 - o Classic Cars logo has been redesigned with some changes
 - o Friday programming: laneway activation plan being drafted. Laneways are;
 - Harmsworth
 - McArter
 - Time Square
 - Vivian

Committee Update: Food + Drink*Chair Kristina Romasco*

- *Find your Flavour*: created as all-encompassing food program
- Classic Cars Summer Celebration: it has been communicated to the restaurants what is expected of them and a plan being finalized on how we will manage the anticipated 10,000 people
- Food + Drink videos: will be branded with Find your Flavour iconography threaded with banner program "eat" icon.
 - o Important to have no logo to not date the video and allow all businesses to share it without promoting one business over the other

Committee Update: Marketing & Promotions*Chair Fernando Russo**Banners*

- Banner key words: eat, shop, discover, play, thrive, work
 - o Banners will be done in partnership with the City of Brampton for 250 banners with 12 designs with cost of \$10,000 that includes all the creative design and printing of banner. The BIA will be put up/ take down, storage.

Motion to move forward with the banner program partnership with the City of Brampton**Moved by:** Herman Custodio**Seconded by:** Grettel Comas

Motion carried

Website

- Interkom hired for design at a cost of \$4995
- Directory to be updated
- Hoping for a link to share with membership by Thursday, May 12

Advertising

- Speaking with Brampton Guardian for a yearlong advertising budget
 - Including different media platforms, including ethnic media sources, to better capitalize on these partnership – specific ethnic media sources will be recommended at the committee level.
 - i. Ethnic media strategy from City of Brampton will assist in determining what platforms to work with

Newsletter

- Membership newsletter: mailed out to membership and will be shared electronically with Board members and Councillor
 - o Print copies will be done quarterly and monthly electronically
 - o MP, MPP in the BIA riding should be included in mail outs

Annual General Meeting*Suzy Godefroy*

- AGM planning meeting with the board scheduled for next week where details of event will be finalized

**Downtown Brampton Road
Construction Task Force***Suzy Godefroy*

- Board members to sit with Commissioner of the City and Region of Peel
 - o Kristina
 - o Herman
 - o Fernando
- City report out May 25: report to be used to create communication plan to membership at AGM

Executive Directors Report*Suzy Godefroy*

- OBIAA Conference Update
 - o Summary of conference session available on OBIAA website
- Business Mix
- City of Brampton and BIA partnerships
 - o A letter is being drafted as a service agreement between the BIA and City of Brampton for in kind support. This letter will be sent to Dennis Cutojar

- A formal request will be made for a representative from Office of the Central Area to attend our meetings as necessary. This request will be included in the agreement letter

Motion to extend a formal invitation to council to have a representative from the Office of the Central Area to attend BIA meetings on an as needed basis

Moved by: Rick Evans

Seconded by: Fernando Russo

Motion carried

A revision of the letter will be shared with board before it goes to council

Motion to adjourn meeting

Moved by: Kristina Romasco

Seconded by: Herman Custodio

Meeting adjourned **time 10: 20**

Action Items

| Action Item | Person Responsible | Deadline |
|--|--------------------|----------|
| Events & Promotions: present matter of title sponsorship for Thursday Night Concert Series with committee creating a long term sponsorship program | Grettel Comas | |
| Food + Drink: have logos sent to PGP Studios for videos | Suzy Godefroy | |
| Marketing: committee to create a plan for banner program, including frequency of installation, storage, and maintenance of the year. Plan to be | Fernando Russo | |

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|--|----------------|--|
| presented to board | | |
| Marketing: committee to create a task force | Fernando Russo | |
| Marketing: arrange to have a representative come to the next board meeting (if possible) | Fernando Russo | |