

Tuesday, October 10, 2017
9:00 a.m. to 10:30 a.m.
76 Main Street North

PRESENT MEMBERS:

Joe Asensio, Grettel Comas, Herman Custodio, Rick Evans, Peeyush Gupta, Zeeshan Majid,
Jonathan Pereira, Kristina Romasco, Councillor Bowman, Councillor Gibson, Councillor
Medeiros, Councillor Moore

REGRETS:

Bob Darling, Fernando Russo

GUESTS:

Inderjit Hans, Jayne Holmes, Simon Hopton, Harry Schlange, Joe Pitushka, Hendrik Zhogar

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. **Call to Order (9:00 a.m.):** The meeting was called to order at 9:00 a.m.
2. **Declaration of Quorum:** Positive
3. **Additions to the Agenda:** K. Romasco requests to add the Holiday Street Market.
 - Added as Item 13.
4. **Approval of Agenda**

MOTION
THAT the Downtown Brampton BIA Board of Directors agenda for Tuesday, October 10,
2017 be approved with this addition.
Moved by: Kristina Romasco
Seconded by: Peeyush Gupta
All in favour.
CARRIED
5. **Conflict of Interests**

There were no declared conflicts of interests.

6. Approval of Past Minutes – September 18, 2017

MOTION

THAT the Downtown Brampton BIA Board of Directors approve the minutes for the September 18, 2017.

Moved by: Kristina Romasco

Seconded by: Councillor Bowman

All in favour.

CARRIED

N.B. G. Comas and J. Pereira enter at 9:03 a.m.

7. DBBIA Financials (9:05 a.m. – 9:10 a.m.)

- There no financial reports at this time but will be at the next meeting in November.

N.B. Councillor Medeiros enters at 9:07 a.m.

8. Downtown Reimagined (9:10 – 9:30 a.m.)

- S. Godefroy submitted a letter of support to Council regarding Downtown Reimagined, including a number of suggestions for the project, on behalf of the DBBIA.
- Jayne Holmes and S. Godefroy have been in conversation with regards to the letter.
- Jayne Holmes and Harry Schlange are present to discuss the letter.
- Jayne outlines each item in the letter and details each in more depth.
- Timing for Watermain is still slated to begin in 2018.
- Suggested date of November 1 or 2 for workshops during the day and evening for the businesses was mentioned.
- Phase II orders have been received and will need to be approved by the Minister as a final decision.
 - The City has had some influence with the order as Jayne mentioned.
- Regardless, the Regional work will continue.
- A detailed design is currently in progress and will be given to the Region together as one contract.
- R. Evans challenges that the work will not be completed in 2019 as that is a very slim timeline.
 - Regardless to start in 2019, this is going to be a 2 year project (City streetscape) once the Region finishes with the watermain construction.
- Councillor Moore asks that if they continue with the streetscape, if there is a way to tender the Region's document with the budget.
- Since this project is worth \$25 million, they will not do such actions.
- The laneways are being sought as alternatives for businesses to use during construction.

- Fall Workshop: Materials to be used will be detailed for the construction. This was previously available but have been on hold due to the Phase II.
- Solutions will be sought for the following items during the workshops:
 - Delivery Strategy and Pick Up/ Drop-Off Zones
 - Parking/ Incentives/ Parking Marketing Campaign
 - Internal staff solutions are being developed.
 - The BIA Marketing Committee have also discussed this.
 - Parking garage awareness strategy and signage, already engaged with facilities and will continue especially during.
 - R. Evans suggests having the signage before the construction, and was given the response that it will be.
 - Laneway strategy already has a program to revitalize the laneways.
 - Long-term strategy could begin immediately.
 - R. Evans asks to reverse it since there will be temporary urbanization.
- Utility upgrades have been very engaged.
 - Hydro is still being sorted out since they are unsure, however, have a second plan.
- BIA representation has been recommended to have a point person to meet once a month and report.
- Storefront drop in centre to be open soon (15 Queen Street West).
- Traffic plan is underway and complicated.
 - Currently working with traffic management and operation staff to see what will work.
 - Pedestrian access to businesses will always be available (since that will continue to be the biggest priority) and keeping one lane open.
 - Possibility of road closure has been considered, however, will discuss with BIA should this be moved forward.
 - R. Evans that the road closure alternative is the first time this is being heard of and the retail, businesses, and public are completely unaware.
 - All alternatives will be considered, including working during late night to accommodate the least amount of disruption to the businesses.
 - A final road design has not been developed yet.
 - Discussion arose on the bike lanes and where they will especially end.
 - H. Zhogar mentions that he sees the bikes on the sidewalks in the downtown all the time.
 - K. Romasco requests that a liaison be provided.
 - The BIA needs to be a stakeholder and should have a voice at this table.
 - A link is available but is buried deep.

- K. Roamsco requests to have a direct link for easier access.
 - To install a pilot project for this time may cause more disruption to yield a projection of what to expect.
 - The storefront drop in centre will show a mock up and even a display in front of the location.
 - S. Godefroy confirms that the pilot project mentioned is not doable as the current timeframe is gearing up for construction.
- In summary:
 - Meeting with Anthony Parente to be scheduled on November 1.
 - More details to be entailed on the final design.
 - Fall workshop will be rescheduled in the New Year.
 - BIA Marketing Committee will reach back to J. Holmes who can then meet with their Communications.
- S. Godefroy thanks J. Holmes and guests on behalf of the BIA.
- P. Gupta thanks them as well for the updates and mentions that they relay this information back to the businesses.
- J. Holmes reminds everyone present that if there any follow ups to contact her.
 - J. Holmes asks who will be the appointed person as per K. Romasco's request, resulting in R. Evans who will send a regular scheduled person.

N.B. I. Hans, J. Holmes, S. Hopton, H. Schlange, J. Pitushka, H. Zhogar leave at 10:15 a.m.

9. Safety in the Downtown Core Update (9:30 – 9:40 a.m.)

- Following up from the previous board meeting, a letter to Councillor Palleschi has been sent to Council on a recommendation to having representative from the BIA Board of Directors to sit on the committee.
 - There is no update.
- Councillor Bowman and Councillor Moore are on the committee.
- R. Evans has been recommended to sit on this committee as a BIA representative.
- Councillor Moore suggests to send the letter that was send to Councillor Palleschi to the City Clerk, Peter Fay as it is a procedural question.

10. Executive Directors Report (9:40 a.m. – 9:55 a.m.)

- In the light of time, the status report will be emailed to all Board members.

MOTION

THAT the Downtown Brampton BIA Board of Directors receive the Executive Directors report by email.

Moved by: Councillor Moore

Seconded by: Rick Evans

All in favour.

CARRIED

11. Committee Reports (9:55 a.m. – 10:05 a.m.)

- There are is no separation from the committee reports.

12. Council Updates (10:05 – 10:15 a.m.)

- There are no Council updates.
- The addition to today's agenda will be looked at during tomorrow's regularly scheduled Council meeting.

13. Holiday Street Market

- Paid duty police officers for the Holiday Street Market will be presented in tomorrow's report to Council.
- The cost will be \$7,200 a day and will be identical to the Farmers' Market.
 - On the subject of the Farmers' Market similarity, there were no police officers present during the road closure and only barricades.
 - Farmers' Market cost is \$3,600 with internal staff because it's a routine item they are familiar with.
 - The cost is high because the organizers are a for profit organization.
 - With alcohol being served, this requires 4 officers and 2 patrols.
 - The Beat Patrol has been present, however, are not here for the Farmers' Market as they have a fairly large area to cover.
 - A. Magana mentions that this same issue arose during Classic Cars Celebration, which was organized by the BIA, a non-profit, which did not generate income.
 - J. Pereira mentions his participation in previous events with the company that approached the Holiday Street Market initiative, which generates attendance of 30-40,000 people.
 - Should this not get moved forward, this will be a big missed opportunity.

N.B. Councillor Bowman leaves at 10:29 a.m.

- Discussion arose on the needs of having police presence.
- Councillor Moore mentions that the BIA chose not to do the Christmas Market, passed the opportunity to the City, which was not budgeted for, and is now being suggested that they are bringing it back.
 - S. Godefroy mentions that there are different parameters to this new proposal, one of them being that the 'traditional' Christmas Market only has 9 vendors.
 - K. Romasco comments that there can be 2 events.

N.B. Councillor Medeiros leaves at 10:38 a.m.

- Discussion arose on the alcohol component during the event, only to discover that it is going to be an ice wine tasting only.
 - Further clarified that the \$7,200 is only for the road closure, not the alcohol.
- Councillor Moore states that there needs to be clarification on the serving of alcohol and whether it is in the cost of \$7,200.
- K. Romasco requests whether alcohol should be served, and why cost stated is so, with the example of Farmers' Market and now the extended Harvest Market.
- **Action point:** contact the Police on the fees and Bob Darling on the road closure.
 - Councillor Moore will also follow up with Bob Darling to get a better understand on what alcohol needs.
 - Whether it is an ice wine tasting or something bigger, the question can be asked publicly tomorrow in Council but an answer needs to be defined before doing so.
 - R. Evans asks how soon of a turnover can Bob Darling speak with Traffic, then get a response as to when he can get the response to S. Godefroy.
 - K. Romasco mentions that a response will be provided, but then different various objections will be presented in Council.

N.B. Z. Majid leaves at 11:00 a.m.

- A. Magana mentions that the organizers are seeking to do a beer garden.
- H. Custodio asks where it would be served, and is to be found out.
- Still required to know is why the police is required from 6 a.m. to 9 p.m. as that is an odd time, when the event is only from 11 a.m. to 7 p.m.
- Councillor Moore suggests having this in writing, detailing where the alcohol areas will be so that the police can be patrolled in that area.
- A. Magana mentions that she and B. Karmakar were present during the past Farmers' Market weekend and have confirmed that many vendors are interested in participating.
- Councillor Gibson also mentions the transit routes being needed to be rerouted and is his major concern.
- K. Romasco also mentions that Economic Development has brought back the feedback that outside businesses are being invited as vendors, meanwhile, the Farmers' Market has been doing so for the past 30 years.
 - The difference with this is that there will be no trucks allowed on the street.

N.B. Councillor Moore leaves at 11:08 a.m.

- When S. Godefroy and A. Magana spoke with the police, the cost was just for the road closure, and not alcohol.

14. Date and Time of Next Meeting

The next meeting will be on November 14, 2017 at 9 a.m.

15. Motion to adjourn the meeting

MOTION

THAT the Downtown Brampton BIA Board of Directors meeting be adjourned.

Moved by: Kristina Romasco

Seconded by: Grettel Comas

All in favour

CARRIED

The meeting was adjourned at 11:13 a.m.