

Tuesday June 12, 2018
9:00 a.m. to 10:30 a.m.
76 Main Street North

PRESENT MEMBERS:

Grettel Comas, Herman Custodio, Rick Evans, Peeyush Gupta, Zeeshan Majid, Kristina Romasco, Joe Asensio, Fernando Russo, Councillor Gibson, Councillor Moore, Councillor Medeiros

REGRETS:

Carrie Percival

ABSENT:

Councillor Bowman

STAFF:

Suzy Godefroy, Teagan Pecoskie-Schweir

1. **Call to Order (9:00 a.m.):** The meeting was called to order at 9:08 a.m.
2. **Declaration of Quorum:** Positive.
3. **Additions to the Agenda:** None.
4. **Approval of Agenda**
MOTION:
THAT the Downtown Brampton BIA Board of Directors agenda for Tuesday, June 12, 2018 be approved.
Moved by: Kristina Romasco
Seconded by: Fernando Russo
All in favour
CARRIED
5. **Conflict of Interests:** There were no declared conflicts of interests.
6. **Approval of Past Minutes**
MOTION
THAT the Downtown Brampton BIA Board of Directors minutes for Tuesday, May 8, 2017 be approved.
Moved by: Rick Evans
Seconded by: Kristina Romasco
All in favour
CARRIED

N.B. G. Comas arrives at 9:11 a.m.

N.B. H. Custodio arrives at 9:12 a.m.

7. Financials (9:10 a.m. – 9:20 a.m.)

- Z. Majid brings to attention that the City of Brampton By-laws governs that the BIA includes any in-kind grants to be included in the budget for the BIA.
- KPMG Audits the actuals
- Councillor Moore asked if we can put a note in the financials regarding the in-kind received from the City of Brampton.
- Z. Majid won't know the in-kind amount until later, will need something in the BIA in the future.
- Change comparative budget, approve the amendment.
- **Action points:**
 - Look into financials with KPMG going forward.

8. Annual General Meeting (9:20 a.m. – 9:30 a.m.)

- S. Godefroy thanked everyone for attending the Annual General Meeting on Tuesday May 29th, 2018.
- S. Godefroy noted the issue with quorum, which delayed the AGM from starting on time
 - DBBIA needs a minimum of 20 BIA business members (Not board members) for quorum for the BIA AGM.
- S. Godefroy also noted the motion that was approved at the AGM to amend the BIA Constitution board meeting quorum requirements. S. Godefroy has spoken with Peter Fay at the City and will be sending out a letter to formally announce this amendment to the DBBIA Constitution. The City will then need to make an amendment to the DBBIA by-law.
- Councillor Moore suggested to invite the professional service sector to the AGM and to set-up a small BIA tradeshow.
- P. Gupta suggested to also invite new businesses to come out and say a few words to the full membership about their new business.
- There will be a wrap up meeting for the AGM with BIA staff on Monday June 18th, 2018.

N.B. Councillor Medeiros arrives at 9:26 a.m.

9. BIA Constitution Amendment 9:30 a.m. – 9:40 a.m.)

- Taking BIA motion back to council.

10. Executive Directors Report (9:40 a.m. – 10:00 a.m.)

- Downtown Reimagined (Downtown Streetscaping Improvements) was formally endorsed on May 9, 2018 by Council which also included the BIA motion that was brought forward by Councillor Moore.
- The next stage with the City of Brampton is to get the tender out and to get a marketing and mitigation plan for the downtown during construction.
- S. Godefroy also noted that the City of Brampton has put together a staff report for the Main Street Revitalization funding from the Province. Brampton has been allocated \$535,000 and the City has put forth staff recommendations to utilize these monies for Downtown Reimagined marketing and mitigation strategies for the downtown core. This report will go to Council on June 27th.
- R. Evans asked if the \$535,000 will be finalized.
- Z. Majid confirmed that the money is granted, the City needs to submit the claim. While the City is entitled to the grant funds, there is always a risk of it being taken away. The city will be submitting the claim for the grant near the end of July.
- S. Godefroy also mentioned to the board that she has sent a letter to the City requesting an extension of the Downtown Brampton BIA A-Frame pilot program until the end of the summer.
 - J. Asensio mentioned not a lot of businesses take part because they have to pay for it.
 - G. Comas mentioned that some businesses receive tickets because the permit sticker falls off (need to have a waterproof sticker for the future.)
 - F. Russo mentioned that all the businesses should have been interviewed on the pilot not just to the few businesses that took part in the program.
 - G. Comas also brought to the attention that the City was giving ideas for the businesses signs, a lot tended to be expensive
 - Councillor Moore explained that it will be a different conversation for the program once construction is done.
 - F. Russo explained that if the signs were standardized there wouldn't be much of a problem, but during the 2 years of construction. Made a comment that we are wasting time calling it a pilot program.
 - P. Gupta mentioned the idea of having vertical signs, that way people can look up and see them, without them taking up too much space on the sidewalks.
 - H. Custodio brought to the attention if the signs are still able to be used during construction.

- R. Evans talked about how we can still promote the businesses accessibility during downtown project.
 - F. Russo talked about using the fencing from construction as an option to promote businesses.
 - S. Godefroy brought to attention that the current by-law will have to change as it currently does not allow for any a-frames in the downtown core.
 - F. Russo mentioned that a key issue is the accessibility, and how the signs should be placed in proper locations. City and the BIA need to work with the businesses so they are better informed and not being fined.
 - Councillor Moore informed that we still need to reinforce the by- law as it is procedural.
 - S. Godefroy mentioned that it may take a few years for the by-law to change.
 - F. Russo mentioned that the City should work with the BIA during the construction period.
 - S. Godefroy brought to the attention that we are still waiting to hear details about the digital initiative, should know more by July 3rd. Working on hosting a digital workshop in the future.
 - Events sponsored by the BIA include:
 - Thursday Night Concert Series
 - Beaux Arts City Spaces Exhibit
 - Rib N Roll
 - Flower City Bhangra
 - Live Art Competition
 - World of Jazz Festival
 - Canadian Ultimate Championships Frisbee
 - Rose Orchestra
 - Vibrant Brampton
 - The BIA is also doing the rotational booth for the Farmers' Market again this year.
 - It was noted that the Latin and Portuguese Festivals are not happening in the downtown this year.
 - Councillor Medeiros informed the board that that there were two (2) dates available for the use of Garden Square for outside festivals (non – City events) and that it was brought down to the applications that were submitted, and the Monster World Mashup was selected.
- Z. Majid leaves at 9:59 a.m.
- Discussion arose that the BIA should be notified on all events that are being considered for the downtown.

- R. Evans mentioned that the events that happen downtown should attract people downtown.
- K. Romasco mentioned how we sponsored the Spelling bee for \$250 as well as handing out the dining guides to attract people downtown.
- S. Godefroy mentioned that the City of Brampton Economic Masterplan will be going to council soon.
- Summer Business Mixer is happening on Tuesday June 19th from 5-7pm at Carve on Lot 5.

11. Downtown Reimagined (10:00 a.m. – 10:40 a.m.)

- Indie Hans and Craig Kummer from Downtown Reimagined came in to discuss parking incentives that are going to Council on June 27th.
- Craig Kummer discussed the proposed parking incentives during the construction:
 - Having lighting enhanced in the lots.
 - Two-hour free parking in the garages instead of one.
 - Having three hours free in the John lot to get more people using that lot, as it's not being utilized.
 - Talked about how they are trying to clean up the garages.
 - Councillor Moore brought to attention how the lights at the parking garages in City Hall and the Rose need to be changed as it is hard to trigger the sensor on them, and that many people don't feel safe in those parking garages.
 - Craig mentioned that currently the hours for the parking garages are from 9am to 7pm, trying to change the hours to 9am – 5pm.
 - Pay and display on George St.
 - Talking about working with the BIA on doing merchant pass program, where business owners can buy a sheet of parking tickets \$2.00 a ticket, and can give to their customers giving them an hour of free parking, only used for the parking garages.
 - Final item working with Council on a Parking Strategy during the construction
- F. Russo mentioned that parking is not free on the streets during the weekends
- H. Custodio asked how long would it be for the lot on George St to become paid that was acquired by the City.
 - Craig did not know the answer, but will add to his list of questions.
- Was discussed if City staff is still parking in the Nelson St parking lot, as customers have to go higher up to park. Want to free it up on P1 for hourly parking.
- G. Comas mentioned about painting the walls in the parking lot bright colours, making it feel more welcoming, and for people to feel safer.
 - Having banners and signs put up in the lots.

- Idea of putting an ad on the back of buses showing where parking is located downtown.
- J. Asensio mentioned how hard it is to find parking on your phone downtown Brampton when you Google it.
- S. Godefroy mentioned about inquiring about the mobile app Honk for parking in the future.
- Craig mentioned that they have opened up to different app developers to look into parking.

Grettel leaves at 10:35 a.m.

12. Committee Reports (10:40 – 10:45 a.m.)

- Due to time constraints, this item was not discussed

13. Council Updates (10:40 a.m. – 10:45 a.m.)

- There are none.

14. Date and Time of Next Meeting

The next meeting will be on Tuesday, July 10, 2018 at 9:00 a.m.

15. Motion to Adjourn Meeting

MOTION

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

Moved by: Kristina Romasco

Seconded by: Herman Custodio

All in favour.

CARRIED.

The meeting was adjourned at 10:46 a.m.