

MINUTES

Committee Name: Brampton Downtown Business Association Board Meeting

Location: 76 Main Street North – presentation center

Date: Tuesday, August 11, 2015

Time: 4 – 6 pm

Attendance:

MEMBERS NAME	PRESENT	ABSENT	REGRETS
Andrew Mackenzie			✓
David Harmsworth			✓
Harpreet Zingh	✓		
Herman Custodio	✓		
Kristina Romasco	✓		
Kyle Pulis	✓		
Peeyush Gupta	✓		
Rick Evans	✓		
Councillor Bowman	✓		
Councillor Gibson	✓		
Councillor Medeiros			✓
Councillor Moore	✓		
STAFF MEMBERS NAME	PRESENT	ABSENT	REGRETS
Alyestal Hamilton	✓		
Lisa Wright	✓		
Shirley Gannon	✓		

Agenda Summary:

1. Update on progress of official start of BIA office
2. Committee Update
3. Events updates
4. LRT
5. Budget Committee
6. BDDC board meeting

START	ITEM	MINUTES	MOTION	ACTION
4:06	Call the meeting to Order - Chair Kyle Pulis			
	Approval of the Agenda - Chair Kyle Pulis		Motion to Approve the Agenda Moved by: Kristina Romasco Seconded by: Herman Custodio Motion Carried	
	Approval of the Minutes from the last Meeting <ul style="list-style-type: none"> ○ June ○ July 		Motion to Approve the Minutes for June and July Meeting Moved by: Cllr. Moore Seconded by: Kristina Romasco	

			Motion Carried	
	Disclosure of Conflict of Interest - Chair Kyle Pulis	None		
	<ul style="list-style-type: none"> • Update on progress of official start of BIA office <ul style="list-style-type: none"> ○ Introduce interim manager (IM) ○ Mandates of IM ○ Lease ○ Launch of the BDBA to membership 	<ul style="list-style-type: none"> - GOAL: by end of 2015 have Constitution and Operational policy (governance) established <ul style="list-style-type: none"> ○ Official Bylaw as starting point ○ Using previous handbooks from original BIA and existing information and basic for structural basis of Constitution and Operational policy ○ Research other BIAs and ask to view their governance documents ○ To be used moving forward as a new organization and be approved at AGM 2016 - Collaboration with board for creation of budget - More committee/board involvement during interim - Implementing input of board to what goes forward - Lease: real estate lease with the City to be signed and Kyle Pulis to provide update us on progress <ul style="list-style-type: none"> ○ Suggested to go to council in September and decision needs to be made as - Launch of BDBA to membership: rebranding committee to assist; minor events to be created to formally launch BDBA - Minutes do have to be approved by council - Changing lease from 78 and 76 Main St to just 76 <ul style="list-style-type: none"> ○ displaces Chess Club and Rotoract 	<p>Motion to: Lisa Wright to communicate with City staff coordinating move from 78 to 76 Main to determine the cost associated along with implications before the lease is signed</p> <p>Moved by: Cllr Bowman</p> <p>Seconded by: Harpreet Zingh</p> <p>Motion Carried</p>	

		<ul style="list-style-type: none"> ▪ Work with groups to find alternatives ○ Determine cost of making 76 viable ○ Looking into security measures of the building ○ Before signing lease need to determine cost of refresh of 76 to making it a feasible working space ○ GOAL: to move in Jan 1/ first quarter 2016 <p>- Currently in an entry agreement in interim; to inquire on a month to month lease</p>		
	<ul style="list-style-type: none"> • Committee Update ○ Marketing and Events ○ Communications and Promotions ○ Restaurant ○ Rebranding 	<p>- Renaming committees</p> <ul style="list-style-type: none"> ○ Marketing and Communications ○ Events and Promotions <p>- Bloggers to join restaurant committee; first meeting date set for August 24</p> <p>- Rebranding committee, aim to start very soon</p> <ul style="list-style-type: none"> ○ Harpreet Zingh ○ Cllr Bowman ○ GOAL: determine what to call ourselves ○ Determine what we want and Lisa to look for quotes from firms to execute ○ Committee will select quote ○ GOAL date September to select quote and initiate process, October complete process ○ Board can submit vendors to be reviewed/included ○ City asking BDBA to source vendors <p>- How to engage residents in BIA; community outreach and building volunteer base- potential committee on engaging residents</p>		

		<ul style="list-style-type: none"> ○ In past volunteer committee felt they had “no voice”; potential solution, have a head of the committee of volunteers to be liaison to other - Format of Toronto BIA to have resident involvement; Herman Custodio to share details at later date - Potential; forum on BIA website, send email. Attract different market and give volunteers and residents a voice 		
	<ul style="list-style-type: none"> • Events Update <ul style="list-style-type: none"> ○ Interim Manager: Lisa Wright 	<p><u>Thursday Night Concert Series (TNCS)</u></p> <ul style="list-style-type: none"> - Cost of TNCS \$13,000: \$9500 from BDBA, \$3500 from Investor’s Group <ul style="list-style-type: none"> ○ Need to reevaluate naming and branding of event and moving from “Investor’s Group’s” name as BIA makes greater financial contribution <ul style="list-style-type: none"> ▪ Need to brand organization so we can effectively brand and market the event as BIA supported and benefit to businesses ○ Potential for sponsorship package available to businesses partake; can be put into practice for 2016 ○ Need to evaluate why we are investing \$9500 in TNCS as the BIA, especially since TNCS happens outside our boundaries - Money spent on entertainment, marketing, advertising, signage 		

		<ul style="list-style-type: none"> - Average \$750/ performance - David Harmsworth procurer of entertainment - How to get other acts involved: by emailing interest to BIA, to be presented to David and TNCS committee <ul style="list-style-type: none"> o GOAL: good mix of entertainment to engage different audiences - In the past, different businesses sponsor a night, have prize, speak to crowds- opportunity for different business to have involvement - Location at Gage Park needs to be critiqued because it happens outside our boundaries; question- how to create an incentive to drive people beyond park and into stores i.e. have prize ballot filled out in a store or have a receipt from that day to be included in chance to win prize <ul style="list-style-type: none"> o Potentially move band(s) throughout downtown core to get people moving throughout and bringing them outside store doors - Question that needs to be asked for every event: how is our money being invested in events to benefit businesses first and giving back to them <p>Jazz on George</p> <ul style="list-style-type: none"> - George Street is one of the streets never closed for events because tenants are right at the street level and too close to the event. Out of respect it has not been done in the past. Potential still exists for September 26; however, must first send letter to 		
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		<p>residents presenting it as a proposed events with approval from Rice Development</p> <ul style="list-style-type: none"> - Council representatives (Cllr. Bowman) to address road closure with staff regarding road closure - Paid duty of \$600 to budget; therefore, making budget approximately \$6800 without sponsorship <p>Santa Claus Parade</p> <ul style="list-style-type: none"> - BIA on poster board in past year. Poster impression and significant brand exposure in the millions in recent years (i.e. poster placed in Bramalea City Centre/transit/rec centers and city properties) - Change from carriage to business owners being part of parade as a team; placement in the parade - BDBA script to be submitted to Rogers for replay on television; mention of Rogers cable - potential ask, film windows, decorations, logos, preshow - No sponsorship package from BBOT to share as they are volunteer based business; however, board requesting it; breakdown of what we are getting for what we are spending- pricing structure review and service breakdown for each sponsorship commitment <ul style="list-style-type: none"> o Board approved amount of \$10,000 at July meeting and Lisa to request what we are getting for our sponsorship 		
	<ul style="list-style-type: none"> • LRT <ul style="list-style-type: none"> o Role of the BIA 	<ul style="list-style-type: none"> - Suggested motion to showcase information nights of informing residents and business owners to answer questions and factual based information. 	<p>Motion to</p> <ul style="list-style-type: none"> - Hold an 	<p>Create an ad hoc committee to</p>

		<p>GOAL lowering anxiety of residents and business owners through education</p> <ul style="list-style-type: none"> - As a potential engagement tool hold a forum for members and have them come in and voice questions and submit questions to various organizations and a BIA versus answering questions and choosing a position 	<p>information night</p> <ul style="list-style-type: none"> - create an ad hoc committee to determine by end of week that will facilitate creation of information night and messaging of LRT - correspond with presenters that will attend the meeting <p>Ad-hoc committee members: Kyle Pulis Herman Custodio Harpreet Zingh Kristina Romasco Peeyush Gupta</p> <p>Moved by: Kristina Romasco Seconded: Herman Custodio Vote: 5/4</p> <p>Motion Carried</p>	<p>hold an informal information night before the next council meeting where business owners can inquire about their concerns.</p> <p>Alyestal Hamilton to arrange meeting for ad hoc committee to begin August 12, 2015</p>
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	<ul style="list-style-type: none"> • Budget Committee <ul style="list-style-type: none"> ○ Establish new or continue with 2015 committee ○ Street décor-wreaths 	<ul style="list-style-type: none"> - Weekly commitment 2 hours every second week until completion <ul style="list-style-type: none"> ○ Peeyush Gupta ○ Cllr. Moore ○ Harpreet Zingh ○ David Harmsworth (tentative) - Wreath install/removal and refurbishing money not currently in budget; quotes for new ones to be done Jan 1, 2016 <ul style="list-style-type: none"> ○ Lisa Wright to provide the costs of new wreaths so we can include in budget - Go forward for this Christmas season will be done with banners instead of wreaths 		
	<p>Other Business</p> <ul style="list-style-type: none"> ○ BDDC board meeting 	Minutes recorded separate from this meeting		
6:34	<p>Adjournment</p> <ul style="list-style-type: none"> - Chair 		<p>Motion to Adjourn the Meeting</p> <p>Moved by: Cllr. Moore</p> <p>Seconded by: Peeyush Gupta</p> <p>Motion Carried</p>	
Next Steps: TBD				