

MINUTES

Brampton Downtown Business Association Board Meeting

Location: 76 Main Street North – Presentation Centre

Date: Tuesday, October 13, 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. Budget
2. Staff
3. Parking
4. Committee Update

START	ITEM	MINUTES	MOTION	ACTION
4.10	Call the meeting to Order - Vice Chair Andrew Mackenzie			
	Approval of the Agenda - Vice Chair Andrew Mackenzie		Motion to Approve the Agenda Moved by: David Harmsworth Seconded by: Peeyush Gupta Motion Carried	
	Approval of the Minutes from the last Meeting - September		Motion to Approve minutes Moved by: Peeyush Gupta Seconded by: David Harmsworth Motion Carried	
	Disclosure of Conflict of Interest - Vice Chair Andrew Mackenzie		Negative	

	<ul style="list-style-type: none"> • Budget - Lisa Wright 	<p>2016 budget-</p> <ul style="list-style-type: none"> • \$250,000, plus a fund from BDDC, over what BIA has; This is coming from the unspent money from 2015 budget • Rent: new lease agreement struck. City provides fair market value- includes services (cleaning, general maintenance, supplies, internet, electrical) and rent. Rebate to be requested and found under revenue. Will be done for the single space moving forward • Marketing and public relations. \$80,000 will be used to market downtown to the residents of Brampton; marketing communications committee, executive director, and business plan determine the spending • \$20,000 would create online option and developing a foundation that allows staff to facilitate it post setup • Events: request for FESO to logistically plan Christmas Market in partnership with the BIA going forward • Increase in carriage ride to increase experience through entertainment and engagement by businesses • Support of events, data acquired through survey sent to membership • Opportunity to support of other events to be determined as organizations come forward with strong business plans, budget set aside to support was discussed • 2016 lessening Santa Claus Parade financial support <ul style="list-style-type: none"> • David Harmsworth: keep sponsorship level at the same to assist in facilitation for Santa Claus Parade as finically that is necessary for them. Look back at previous minutes to see discussion 	<p>Motion to approve proposed budget without \$21,000 to city, while it is being investigated. Budget will then be updated and shared with board via email</p> <p>Moved by David Harmsworth</p> <p>Seconded by Andrew Mackenzie</p> <p>Motion carried</p>	
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		<p>was not to reduce the investment but rather <i>optimize</i> the sponsorship opportunity. Optimized sponsorship opportunity outlined for this year</p> <ul style="list-style-type: none"> • Possible incentive from organization to have businesses open during the parade; Kristina Romasco- patrons are generally not interested in shopping; she offered free product with no response • Possible messaging through banners and signs; discussion will be had at next Events & Promotions meeting • Decision: leave amount to \$10,000 • Possible take away as an organization as part of messaging by providing a sticky product (a take home piece): may not possible for this year, but will be planned for next year. • Marketing partnership with City; parking program included in this section in addition to previously standing activities (i.e. pumpkin decorating at Farmer’s Market) • Garden Square screen partnership: will be done for next year • Parking: Lisa in discussion with Bob Darling to determine what cost the BIA to partner with businesses, existing systems, and provide potential option of free street parking for December, and changing time free parking in city garages • Capital expenses: money assumed to come to us via BDDC audit. Procurement process to begin January February of next year by new ED, street décor and 		
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		<p>banners are the above and beyond of what the city provides</p> <ul style="list-style-type: none"> • Revenues: tax levy with a 2% increase, which is patterned based on city discussion, operational grant from rent relief, marketing and partnership, Christmas revenue (considerably less than past years due to high price of last year, FESO determined other markets do not charge a market participation fee, Thursday Night Concert Series, Capital expenditures <ul style="list-style-type: none"> • Big sponsorship will not be target in first year as relationships will have to be made; therefore, sponsorship is not budgeted for <ul style="list-style-type: none"> - Revenue from sponsorship, how much would we need from each sponsor; sponsorship packages will be created by new ED and committees • A Night in the Lane: \$50 from vendor went to band, Guardian advertising, print materials <ul style="list-style-type: none"> - Question from Lisa: this year standard from last year used for this year. Going forward, should we charge a participation fee? <ul style="list-style-type: none"> • Lack of participation and attendance result of: due to short turnaround time, desire for level of intimacy as event had in past years; topic and feedback will be brought back to Events & Promotions Committee 		
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		<ul style="list-style-type: none"> • 2% tax increase: is not standardly based on city taxes for some BIAs; however, when BIA wants to save or fund a big project levy can be increase for a few years to create capital reserves as directed by the Board and membership <ul style="list-style-type: none"> • 2017 and 2018 budget based on basic 2% and can be changed. These numbers are guidelines, not fixed, with a possibility for change • Pending item from Shirley Gannon: \$21,000 (kept in reserve fund and not paid to debt) promised from BDDC based on "up to \$250,000 over a multi-year plan" for downtown streetscaping. City made initial purchase and BDDC to payback. Currently pending; however, we need to be mindful this amount is still pending with Office of the Central Area <ul style="list-style-type: none"> • Council report exists that speaks to this; Cllr Gibson, council would have to wipe it out in order for it not to be the BIA responsibility • 2015 surplus of estimated \$175,000 and with recommended spend of approximately \$145,000 would create a surplus • \$21,000 would have to be budgeted for each year for multi years if required • Question: is new organization responsible for old debts? <ul style="list-style-type: none"> - Staff looking into this to determine if any money from BDDC goes toward their debt <p>2017</p> <ul style="list-style-type: none"> • No planned big spends (i.e. decorations, marketing, only 		
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		<p>one AGM)</p> <ul style="list-style-type: none"> Professional services: includes audit, Lisa will provide breakdown of that number 2% levy increase begins 2016 proceeding for each year; however 2017/18 can change based on membership and board of directors <ul style="list-style-type: none"> Note to membership needs to be made that it is not a city based increase, but organization driven Council submission of budget is October 23, presentation is the last week of November/first week of December <ul style="list-style-type: none"> Invites will be made to board to support presentation 		
	<ul style="list-style-type: none"> Staff <ul style="list-style-type: none"> - Lisa Wright 	<ul style="list-style-type: none"> Executive Director name change to Manager or General Manager potential: stick to ED Board to be part of process? Lisa will circulate the job description to board for approval In camera session without staff 		
	<ul style="list-style-type: none"> Parking Update <ul style="list-style-type: none"> - Lisa Wright 	<ul style="list-style-type: none"> Bob Darling and Anthony Wong met with Lisa to address parking issues <ul style="list-style-type: none"> Ad-hoc committee needed to partner with City to change parking perception and potential change of 6 pm from 7 pm for free parking underground <ul style="list-style-type: none"> Members of board: Cllr. Moore, Peeyush Gupta Parking Downtown program vouchers: buy vouchers in partnership with city or businesses to subsidize the program and advertise it to customers and those visiting downtown Parking project: subsidize advertising and free street parking for 90 minutes during December 2015, partnering with City on revenue lost for parking on the street (values pending), potential bagging of meters; 	<p>Motion to designate up to a 2015 \$20,000 spend from the budget to commit to parking project</p> <p>Moved by: Cllr. Medeiros</p> <p>Seconded: Cllr. Moore</p> <p>Motion carried</p>	

		<p>committee to determine</p> <ul style="list-style-type: none"> • Cllr Medeiros: possible negative of reducing parking time is people may not be leaving spaces • Herman Custodio: in Burlington- promotion for free parking with slogan "P for free" that was successful and used for last week of Christmas with advertising through video and local paper 		
	<ul style="list-style-type: none"> • Committees Update - LRT: Lisa Wright 	<ul style="list-style-type: none"> • Information sessions cancelled as City staff not comfortable with holding a separate BIA meeting; however, open to letting merchants forward questions and communicate their concerns to them via email • BIA offered to gather questions or get answers and share <ul style="list-style-type: none"> - No questions were asked 		
	<ul style="list-style-type: none"> • Committees Update - Rebranding: Chair Harpreet Zingh 	<ul style="list-style-type: none"> • Project awarded to Baseform: project is \$3500 • We are currently behind on original timeline due to time needed to reach out to potential vendors and getting proposals; therefore, working with a tight deadline <ul style="list-style-type: none"> • October 28: 3 logo concepts and typefaces • Nov 1: we give feedback • Nov 10: branding • Dates to be confirmed: • Project will come to committee: final brand will come to board for review • Steven Rhodes one of the potential vendors so Cllr. Bowman declined from being part of the decision making process, but now that vendor has been selected he will continue working with the rebranding committee 		
	<ul style="list-style-type: none"> • Committees Update - Food & Drink: Chair Kristina Romasco 	<ul style="list-style-type: none"> • Blog sponsorship event • Instagram account created and active • Creating a Twitter account • Potential Snapchat account to be made • Quotes for video production to be done for videos that 		

		<p>can be shared via social media</p> <ul style="list-style-type: none"> • First meeting was well attended; goal next meeting more concrete plans in place 		
	<ul style="list-style-type: none"> • Committees Update <ul style="list-style-type: none"> - Events & Promotions: Chair David Harmsworth 	<ul style="list-style-type: none"> • Good attendance • Three major topics: <ol style="list-style-type: none"> 1. Signature event- classic cars, no beer tent and create events around the main part of downtown to encourage attended to circulate <ul style="list-style-type: none"> ○ An AD-HOC committee needs to be created for this event 2. Carriage Rides: small changes this year, with a few additions for people waiting for carriage rides (i.e. vendors, entertainment) 3. Christmas Market: FESO presentation, ideas on how to make event bigger and more specific to the needs of what a Christmas Market should be (i.e. specific types of vendors with unique Christmas items) <ul style="list-style-type: none"> ○ Vendor application went out late last week early this week ○ FESO covering much of organizational bits ○ Sunday is added day of carriage ride to complement the market 		
	<ul style="list-style-type: none"> • Committees Update <ul style="list-style-type: none"> - Marketing & Communications: Peeyush Gupta 	<ul style="list-style-type: none"> • Goal: to market downtown to residents, target ethnic media, and advertise to small towns surrounding areas • Passport program as done in past • Determining effective internal communication • What we want to do next year is reflected in the budget for consistent messaging through 2016; media being 		

		bought in 2015, along with planning for 2016 execution		
	Other Business	<ul style="list-style-type: none"> • Other business from September: Peeyush Gupta- potential for BIA to subsidize cost of store front lighting <ul style="list-style-type: none"> ○ Issue being addressed in the Marketing committee and looking to partnership BIA has with the city ○ Approved budget as it is does not have available funds, but with discretionary funds it is possible to address a potential subsidy with an amendment ○ If this subsidy can happen, it potentially would start for 2016 spring by getting a committee together to facilitate the logistics and execution ○ Façade programs already exists through city.Cllr. Gibson "there is a \$5 million program in place" ○ Street lighting is being changed to LED lights to help in addressing dark downtown issue ○ If program already in place, how do we make sure people have proper information on available programs to assist in physical improvement ○ Question: do any provincial or federal grant/ program exist that BIA can apply for directly as a potential source • Peeyush Gupta- idea of culture based events happening (as seen in Mississauga) <ul style="list-style-type: none"> ○ Idea to be brought to Events & Promotions Committee. Someone from the committee to do research as to execution and facilitation of event • Note for events: BIA can support a proposed event with logistics like permitting, equipment use through city and different organizations as a liaison; however, the BIA 		

		<p>can not execute the facilitation of proposed events</p> <ul style="list-style-type: none"> ○ Will be put on website, along with additional grant programming coming from city, so membership and residents can be made aware 		
5.43	<p>Adjournment - Vice Chair Andrew Mackenzie</p>		<p>Motion to Adjourn the Meeting</p> <p>Moved by: Cllr. Moore</p> <p>Seconded by: Herman Custodio</p> <p>Motion Carried</p>	