

Tuesday, March 8  
4 to 6 pm – Regular Meeting  
76 Main Street North

**MEMBERS:**

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

Councillor Gibson  
Councillor Moore

**STAFF:**

Shirley Gannon  
Suzy Godefroy  
Alyestal Hamilton  
Lisa Wright

1. Approval of Agenda
2. Declarations of Interest under the Municipal Conflict of Interest Act
3. Approval of Minutes

Agenda

- Introduction of New Executive Director
- Quorum/voting update
- Review of roles and determine who will sit as Chair, Vice-Chair and Secretary
  - Public contact information for all board members
- Mission and Vision statement development
- Letter to City for 'in kind' event support request – Lisa – Motion needed
- Board meeting times and dates
- Committee chairs
  - Events + Promotions - needs a chair
  - Committee updates
    - Food + Drink – Kristina
    - CCLS - TBD
  - Motorcycle Mondays (addition)
- OBIAA Conference – April 10 – 13, 2016 – London Ontario
- Closed Session
- 5:30 pm - Presentation by Earl Evans, Brampton Deputy City Clerk
- Adjournment

Meeting called to order **time 4:03 PM**

**Amendment to agenda**

Request Motorcycle Mondays be added to agenda granted

**Moved by:** Lisa Wright

**Seconded by:** Cllr. Gibson

Motion carried

**Approval of the agenda as amended**

**Moved by:** Herman Custodio

**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

**Previous Action Items**

| <b>Date Added</b> | <b>Action Item</b>  | <b>Person Responsible</b> | <b>Comments</b>  | <b>Completed</b> | <b>Pending</b> |
|-------------------|---|---------------------------|--|------------------|----------------|
| 12/08/15          | Marketing & Communications: Lisa to provide update regarding 2016 marketing buys  | Lisa Wright               | To be shared with the Marketing and Communications committee at their next meeting |                  | Yes            |
| 12/08/15          | BIA to send letter to Peel Regional Police to build a relationship and action safety initiative as championed by Herman | Lisa Wright               | Matter pending and to be addressed at a later time in the year                     |                  | Yes            |
| 12/08/15          | BIA to get December 7 Planning and Community Improvement meeting minutes to share with membership                       | Lisa Wright               |  |                  | Yes            |

**Introduction of New Executive Director***Lisa Wright*

- Suzy Godefroy will be with our BIA part time in March with a full time start of April 4 as Lisa transitions out of her position with March 23 being her last day

**Quorum and Voting Update***Lisa Wright*

- Quorum (Constitution section 5.3): has been corrected to align with the municipal act as our previous motion to change quorum contradicted the act. The accurate quorum is "a majority of the whole number of Directors required to constitute the Board, at least one of whom must be a member of Council."

**Executive Committee***Lisa Wright*

- Would we like a specific councillor designated for this committee or would we like to have any one of them on a need to know basis?
  - Specific councillor determined: Cllr. Moore
- Apprehension expressed that as a new board, board member strengths are not known to be able to vote. Possible solution is have an interim committee that is readdressed in September with the point of discussion scheduled for September
  - Constitution stipulates these roles can be revised every two years at the discretion of the board

**Motion to approve an interim executive committee that would be reviewed at the September 2016 board meeting****Moved by:** Fernando Russo**Seconded by:** Herman Custodio

Motion carried

- Executive committee will be selected via secret ballot
  - Counter: Lisa
  - Scrutineer: Shirley

Membership positions

- Chair
- Vice Chair
- Secretary

- Chair
  - Nominees
    - Peeyush Gupta
    - Kristina Romasco
  - Secret ballot result: a tie

**Motion to have nominees amicably agree how to proceed and determine best method to break the tie for the position of Chair and Vice Chair**

**Moved by:** Fernando Russo

**Seconded by:** Herman Custodio

Motion carried

- Result of tie breaker
  - Chair: Peeyush Gupta
  - Vice Chair: Kristina Romasco
- Acclaimed Secretary: Rick Evans

**Motion to close nominations**

**Moved by:** Cllr. Gibson

**Seconded by:** Fernando Russo

Motion carried

- Public contact information for all board members that will be shared on the website is the generic BIA email. Emails sent to specific board members will then be forwarded to their personal email by BIA staff

**Mission and Vision Statement  
Development**

*Suzy Godefroy*

- The mandate of the organization will not change from what was approved in council, but will be developed from what was shared to give our board a clear direction of what we are setting out to accomplish
- Suzy would like to meet all board members on a one to one basis

**Request letter to City for in kind support**

*Lisa Wright*

- The request letter would be an open letter that will be a onetime ask of the City of in kind support. The combined amount will be over \$120,000.
  - If the BIA opts to support more events throughout the year, an request exceeding this amount can be made.
- The request addresses the support the City is already providing us with. This approach streamlines the process and eliminates the BIA having to go the council for approval of our in kind request on a single event basis. The City's in kind support is acknowledged in ways they may ask for.

*Cllr. Bowman leaves at 5:10*

- Is there an opportune time to make an in kind request for 2017 events?
  - September of 2016

**Motion to move forward with Lisa's recommendation of a request letter to the City for in kind support**

**Moved by:** Rick Evans

**Seconded by:** Herman Custodio

**Board Meeting Times and Dates**

*Lisa Wright*

**Motion to move board meetings to remain as second Tuesday of the month with a meeting time of 8:00 to 10:00 AM**

**Moved by:** Kristina Romasco

**Seconded by:** Grettel Comas

**Committee hairs**

*Lisa Wright*

All positions acclaimed

- Events & Promotions: Grettel Comas
- Food & Drink: Kristina Romasco
- Marketing & Communications: Fernando Russo

**Motorcycle Mondays***Cllr. Gibson*

- Motorcycle Mondays is looking to partner with the BIA so the BIA can make requests on their behalf to the City for in kind, particularly street closures

## Details:

- When: every Monday from June to September
- Where: Garden Square is no longer an optimum location as their crowd has outgrown the space. Motorcycle Mondays is requesting a street closure of Main Street North from Queen Street to Nelson Street
  - Suggested alternative- George Street; however allowable road space that can be closed would be too small for Motorcycle Monday needs
- Request: a three year commitment would be needed so Motorcycle Mondays can acquire a large corporate sponsor for the event and a three year commitment is part of the stipulation from sponsors they are speaking to
- Topic of Motorcycle Mondays to be made a task list item for the Events & Promotions committee to discuss and review at large
  - They will further investigate if there is an environment amongst the business owners and speak with the City to determine if street closures are feasible
  - Contact Mike of Motorcycle Mondays directly

**Presentation***Earl Evans, Brampton Deputy City Clerk*

- Procedure By-law summary sheet distributed. Document is used for council committees and Citizen Advisory Committees on details of how to run a meeting.
  - Procedure By-law 160-2004 can be found on the City website

*Herman leaves 5:39***OBIAA Conference***Lisa Wright*

- Staff will be attending and the opportunity to attend is open to board members
- Interested attendee for full conference: Kristina Romasco
- Interested one day attendance: Peeyush Gupta

**In Camera Session***Lisa Wright***Motion to move into in camera session****Moved by:** Kristina Romasco**Seconded by:** Rick Evans**Other business***Lisa Wright*

- 55+ games: BIA already engaged with them to see how we can partner
- Perpetual Bazaar: what role would/should the BIA play in what is happening with them? The feel is the BIA should have a role in trying to keep our businesses in the downtown

**Motion to adjourn Meeting****Moved by:** Kristina Romasco**Seconded by:** Gretel ComasMeeting adjourned **time 6:09****Action Items**

| Action Item   | Person Responsible | Deadline |
|---|--------------------|----------|
| Follow up with Board members with email confirming details of decision for Executive Committee and Committee Chairs | Alyestal Hamilton  | March 11 |