

Monday, September 18, 2017  
9:00 a.m. to 10:30 a.m.  
76 Main Street North

**PRESENT MEMBERS:**

Herman Custodio, Rick Evans, Peeyush Gupta, Zeeshan Majid, Jonathan Pereira, Kristina Romasco, Fernando Russo, Councillor Medeiros

**REGRETS:**

Grettel Comas, Councillor Bowman, Councillor Gibson, Councillor Moore

**CITY REPRESENTATIVE:**

Anthony Wong

**GUESTS:**

Joe Asensio, Carrie Percival, Councillor Fortini

**STAFF:**

Suzy Godefroy, Bobby Karmakar

**1. Call to Order (9:00 a.m.):** The meeting was called to order at 9:12 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 Monday, September 18, 2017 be approved.

Moved by: Kristina Romasco

Seconded by: Herman Custodio

All in favour

CARRIED

**5. Conflict of Interests**

There were no declared conflicts of interests.

**6. Approval of Past Minutes – July 11, 2017 and August 29, 2017**

MOTION

THAT the Downtown Brampton BIA Board of Directors approve the minutes for July 11, 2017 and August 29, 2017.

Moved by: Kristina Romasco

Seconded by: Herman Custodio

All in favour

CARRIED

**7. Board Vacancy – Member Presentations:**

**a. Joe Asensio – JN Realty (9:05 – 9:10 a.m.)**

N.B. C. Percival exits as J. Asensio presents.

- Joe Asensio is from JN Realty and not only has an office in downtown, but is a resident and stakeholder.
- J. Asensio has always had a disappointment about the downtown, however, feels as though it is a common thought in everyone.
- Asensio has his own opinions and likes change. He has mentioned that he will challenge the thinking of ideas and why certain things will be acted the way they are.
  - An example includes Classic Cars Celebration always looking the same, thus resulting in then losing its charm.
    - Asensio likes to think outside of the box and wants to make things different from what they already are.
- Asensio enjoys the idea of being involved and ‘plays’ here too, not only work and live as he constantly introduces clients to be in downtown.
- Sponsors Thursday Night movies because he felt it was important to give back to the community, and was recently awarded the Community Impact award from the Brampton Board of Trade.
  - Highest corporate donation for the recent World of Jazz Festival and is very focused on downtown.
- R. Evans asks if he owns commercial property, resulted in only residential.
  - Follow up to how he will as a director represent the interest of businesses and property owners.
    - Asensio responds that there needs to be a business that fit with the downtown, drawing them and being vibrant.

**b. Carrie Percival – Brampton Academy of Martial Arts (9:15 – 9:25 a.m.)**

N.B. J. Asensio exits as C. Percival enters.

- Carrie Percival has worked at the Brampton Academy of Martial Arts for 22 years.
  - Started at the lowest position and now runs 3 schools for Brampton, official title is District Manager.
- C. Percival has started her business called Bullied Brave, which ranges from students in kindergarten to Sheridan College.
- She has been part of the downtown since 1994, and has seen the growth and development of the downtown.
- Her strength as a person is that she is very structured and where the strengths lie are where we could be going.
  - Setting goals are awesome, but the analysis and bridging the gap is how they are fulfilled.
- In closing, C. Percival believes in strongly and highly of Brampton.
- R. Evans asks that if she's the manager, does that involve ownership.
  - C. Percival's response was that from her first job in AMA, it has since rooted from teaching and her passion to teach.
    - She has participated in all meetings with Directors and hopes to stay forever, thus involving ownership.

N.B. J. Asensio and C. Percival exit the meeting.

- The Board of Directors marked their votes on ballots.
  - Joe Asensio has succeeded in the vote and will be offered the position.

MOTION

THAT Joe Asensio is accepted as a nominee as elected by the Board of Directors to accept Asensio's nomination.

Moved by: Rick Evans

Seconded by: Councillor Medeiros

All in favour

CARRIED

- R. Evans requests that C. Percival sit on the Safety Committee as she already does on the Marketing Committee.

**8. DBBIA Financials (9:25 a.m. – 9:35 a.m.)**

**a. Review Latest Operating Statement**

- Appear to be on track, though slightly over budget with Classic Cars Celebration of \$9,000 due to the unexpected rise of policing and safety costs.
- Technically \$500 over given the sponsorship revenue.

**b. Budget Meeting Date Update & Committee Budgets**

- During the Conference Call meeting, the BIA levy was detailed and no changes will be made to an increase, however, the committees will be able to change their own budgets to provide flexibility.
- Budget meeting date was sought, but instead, the committees can organize.

**MOTION**

THAT the Downtown Brampton BIA Board of Directors stop the meeting at 9:40 a.m. due to loss of quorum.

Moved by: Rick Evans/ Peeyush Gupta

Seconded by: Rick Evans

All in favour

CARRIED

**MOTION**

THAT the Downtown Brampton BIA Board of Directors reopen the meeting with quorum resuming at 9:44 a.m.

Moved by: Rick Evans

Seconded by: Kristina Romasco

All in favour

CARRIED

- S. Godefroy will be meeting with Martin and the tax department in the next few weeks to relay tax levy.
- Reserve was looked into and whether it was an operating or capital levy, resulting in being a general levy.
- There are no plans to utilize the reserve until the streetscape.
  - R. Evans mentions the need to establish what the reserve will be used for, likely for a Capital Expense as there is no other source of revenue except for the levy and what the committees can raise.
  - S. Godefroy also mentions that there needs to be a solid plan.
    - **Deadline by the next budget.**

- S. Godefroy will reach back to Bob Darling on the funding of \$40,000 for marketing and how that marketing partnership will be utilized.

**9. Watermain Construction 2018 & Downtown Streetscaping Update (9:35 – 9:40 a.m.)**

**a. Public Meeting for BIA Members – Peel Region to present construction update.**

- Anthony Parente will be hosting a new meeting and is currently fine tuning the details with the City.
- Hoping to have more information soon since construction is slated to begin in March/April 2018.
- An email will be sent to inform the Board and businesses for this session.
- R. Evans requests to know what is being dug up, when it will occur, and where by street numbers of each location.
  - A. Wong responds that the Region of Peel and City of Brampton will be doing a project drop in communication centre for the businesses of downtown.
- **Action point:** invite Anthony Parente to give an update, if applicable, for the October Board meeting.

**b. Update on Utility Upgrades**

- S. Godefroy is going to speak with Anthony Parente on the need to communicate
- When Suzy speaks with Anthony Parente, need to be communicated on what will be coming and when with what they are exactly doing.
- Coordination with hydro and gas needs to be completed as well as the capacity as fixing what is already present cannot just be completed, however, needs to ensure that it is compatible.
- Councillor Fortini mentions that there is an appeal process and recommends to BIA Board to consider different options.
  - S. Godefroy proposes that the project needs to be moved forward since the sooner they begin, the better it will be in the downtown development.
  - Councillor Fortini mentions that the businesses know what is best and need to gather their opinions.
  - R. Evans details what has already been done to communicate to the businesses.
  - Discussion arose on comparison with St. Clair in downtown Toronto and their similar construction project as an example to the disruption of construction.
  - F. Russo asks if they can make a statement to say they are for the project after discussion on the St. Clair example.

- S. Godefroy has presented a letter to Council from the Executives back in the end of May.
- Discussion arose on the ease of storefront access for street level businesses, parking on Main Street and Queen Street, and if there could be some spending for ease of on street parking.
- Some downtowns have done pilot projects.
- A-Frame issue has been discussed and the result of it being a pilot project, which has since been in effect since August 9, 2017.
- Discussion arose on parking on the street and the lack of awareness for the available and existing parking garages that are much underutilized.
- Councillor Fortini voices to get a clear vision of what the City will do and will be acted upon.
- K. Romasco asks Councillor Medeiros for recommendations on how to get businesses to attend a meeting to receive the most attendance.
  - S. Godefroy shows the list of how the businesses were engaged and believes that the Board needs to a position.
  - S. Godefroy is writing a letter supporting the project, which will include a number of recommendations to the City.
    - Letter to be drafted by the end of the week and will be sent to Council.

**10. Safety in the Downtown Core (9:40 – 9:45 a.m.)**

- Councillor Fortini briefly mentions someone should sit from the BIA Board of Directors, and R. Evans responds that the Board was asked twice and has not received any response.
- S. Godefroy has also made note that both R. Evans and F. Russo have expressed interest in sitting on the City of Brampton Safety Committee and is preparing a letter to be sent to the City of Brampton Safety Committee.

**MOTION**

THAT the Downtown Brampton BIA Board of Directors nominate an elected member of the board to sit on the Safety Committee at the City of Brampton.

Moved by: Councillor Medeiros

Seconded by: Kristina Romasco

**CARRIED**

**11. Executive Directors Report (9:45 a.m. – 9:55 a.m.)**

- **Holiday Street Market**

- The Events and Marketing Committee discussed having the Christmas Market organized by a company doing markets all over downtown Toronto, including Liberty Village, and Mississauga, including Port Credit and Celebration Square.
  - The event will be called Holiday Street Market and will encompass from Main Street and Queen Street.
  - Outside businesses will be brought but the BIA businesses have the first right of refusal as vendors.
  - Next steps would be to request street closures from the City.

**MOTION**

THAT the Downtown Brampton BIA Board of Directors approve the proposal of hosting the Holiday Street Market.

Moved by: Councillor Medeiros

Seconded by: Rick Evans

All in favour

**CARRIED**

- **Carriage Rides**

- An RFP was sent in mid-August for carriage rides in the downtown.
- The supplier from last year's cost is \$15,000 and are interested in securing her now before she is scheduled elsewhere.

**MOTION**

THAT the Downtown Brampton BIA Board of Directors approve the supplier of carriage rides during the holiday season.

Moved by: Rick Evans

Seconded by: Fernando Russo

All in favour

**CARRIED**

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

Due to time constraints, this item was not discussed.

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

Due to time constraints, this item was not discussed.

**14. Date and Time of Next Meeting**

The next meeting will be on Tuesday, October 10, 2017 at 9 a.m.

**15. Motion to Adjourn Meeting (10:15 a.m.)**

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 11:00 a.m.