

Thursday November 23, 2017  
4:00 p.m. to 4:30 p.m.  
Budget Conference Call

**MEMBERS PRESENT:**

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

**REGRETS:**

Bob Darling, Fernando Russo, Jonathan Pereira, Councillor Bowman

**STAFF:**

Suzy Godefroy, Bobby Karmakar

1. **Call to Order (4:00 p.m.):** The conference call meeting was called to order at 4:09 p.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 Thursday, November 23, 2017 be approved.  
Moved by: Rick Evans  
Seconded by: Peeyush Gupta  
All in favour  
CARRIED
5. **Conflict of Interests:** There were none declared.
6. **DBBIA Budget 2018-2020**
  - S. Godefroy wants to inform everyone that back in August, the 2018-2020 budget was presented.
  - No increases to the levy for the next 3 years, and so will remain at \$392,943.
  - 2018 total expenses are \$458, 255 as outlined and highlighted in yellow.
  - S. Godefroy then detailed each category:
    - Salaries
      - 2018 will be \$155,500 as discussed in the previous board meeting.

- Councillor Moore mentions that contracted services, which was previously in Salaries, is now in Beautification.
- Administration/ Operations
  - 2018 will be the same as 2017.
- Food & Drink
  - A new category, \$22,000 primarily for organizing food events and marketing initiatives.
- Marketing/ Public Relations
  - 2018 total is \$131,000.
  - Total comparables from 2017 being \$85,000 and is now higher, due to re-categorizing events such as Christmas in downtown and sponsorship for Tree Lighting, Santa Claus Parade, and New Year's Eve into marketing vs. events.
  - \$40,000 of the marketing budget comes from City of Brampton through the Economic Development grant.
  - J. Asensio asks for a total for marketing and events.
    - Marketing monies has not changed.
    - Media buys will be identified.
- Events
  - Last year's total for events is \$169,500 and K. Romasco mentions that \$22,000 has been re-categorized to Food and Drink.
  - Classic Cars Celebration: Events Committee has recommended to not host due to construction and instead to host smaller events, such as laneway activations.
    - Such activations include Party in the LANE instead.
  - Councillor Moore mentions that the construction will want to begin once the frost is not present.
  - Thursday Night Concert Series 2018 has been moved to "Other Supported Community Events because it is not a BIA event and is organized by the Brampton Concert Band.
    - Councillor Gibson and Moore discuss for a justification.
      - Another Events meeting will be held on December 5 or 6 and a discussion on TNCS being a supported event will be further discussed then.
  - Easter Egg Hunt and Trick or Treat event are new additions, which have been allocated \$1,000.
  - Carriage rides are \$20,000 with no change from 2017 to 2018.
  - Events total for 2018 is \$81,000 not including Food and Drink.

- Safety
  - No dollars are attached to initiatives.
- Capital Expenses
  - The \$15,000 is not allocated in the 2018 budget.
- Tax Arbitration
  - \$9,000 for the current budget.
  - Actuals are higher however, Z. Majid and S. Godefroy will assess as they can fluctuate.
- Total expenses are \$469,606.
- Revenues
  - Main revenue is the BIA levy and is flat lined for the next three years
  - \$40,000 is being redirected to Marketing initiatives.
  - Marketing revenue includes Discover Downtown advertising which brings and attracts families/ people downtown.
    - Councillor Moore comments that the marketing revenue is pretty low and so can generate much more.
    - S. Godefroy also mentions that the marketing revenue is mainly from Discover advertising and will surely be higher.
  - Sponsorship revenues: 2018 package and a database are in progress.
  - G. Comas comments that there needs to be smaller events looked into and the money can possibly come from reserves to receive the supplies and tools necessary.
    - This is to ensure that people will still come downtown.
  - Every campaign that will be created will have the aspect of the construction that is upcoming.
    - S. Godefroy also comments that she is meeting with the City on November 30, 2017 regarding free parking during construction incentives.

**7. Other Business**

There is none.

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

To be determined.

**9. Motion to Adjourn Meeting (4:30 p.m.)**

MOTION

THAT the Downtown Brampton BIA Board of Directors Budget Conference Call be adjourned.

Moved by: Grettel Comas

Seconded by: Rick Evans

All in favour.

CARRIED

The meeting was adjourned at 4:43 pm