

Tuesday July 10, 2018
9:00 a.m. to 10:30 a.m.
76 Main Street North

PRESENT MEMBERS:

Herman Custodio, Rick Evans, Peeyush Gupta, Zeeshan Majid, Kristina Romasco, Carrie Percival, Councillor Gibson, Councillor Moore, Councillor Medeiros, Councillor Bowman

REGRETS:

Grettel Comas, Fernando Russo

ABSENT:

Joe Asensio

CITY REPRESENTATIVE:

Paul Aldunate, Ryan Lynn

STAFF:

Suzy Godefroy, Teagan Pecoskie-Schweir

1. **Call to Order (9:00 a.m.):** The meeting was called to order at 9:00 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 Tuesday, July 10, 2018 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**
MOTION
THAT the Downtown Brampton BIA Board of Directors minutes for Tuesday, June 12, 2018 be approved.
Moved by: Herman Custodio
Seconded by: Councillor Bowman

All in favour
CARRIED

7. Financials (9:02 a.m. - 9:05a.m.)

- There are no updated financials.
- Z. Majid mentioned the amendment to BIA budget regarding the in-kind received from the City of Brampton.
 - There will be an expense and revenue line regarding adding the in-kind to the BIA budget.
 - Z. Majid mentioned that he is looking into Councillor Moore's inquiry at the last BIA meeting with KPMG regarding adding in a note about the in-kind from the City.
- S. Godefroy mentioned that staff will be discussing various components of the 2019 BIA Budget in August as the BIA is hosting budget workshops throughout the month of August.

MOTION

THAT the Downtown Brampton BIA Board of Directors note the amended 2018 BIA Budget, which reflects the City of Brampton In-Kind Services.

Moved by: Councillor Moore

Seconded by: Kristina Romasco

All in favour

CARRIED

N.B. Councillor Medeiros arrives at 9:05 a.m.

8. Downtown Reimagined (9:05 a.m. – 9:15 a.m.)

- S.Godefroy introduced Paul Aldunate and Ryan Lynn from the city of Brampton, who are managing the projects in Downtown Reimagined.
 - A report on Mainstreet Revitalization and Downtown Parking Incentives (during construction) went to Council on June 27, 2018. Council approved the parking report and recommendations made by city staff for the Provincial funding of \$535,000.00 allocated for Brampton. City staff have recommended that this money be specifically utilized on revitalization initiatives for downtown Brampton.
- P. Aldunate mentioned his job was to coordinate with the downtown streetscaping upgrades, the University, condo development and the overall impact to downtown Brampton.
 - Informed the BIA, that he will be looking into ideas that the Provincial funding can be of use to. The money needs to be spent by around April/ May of 2020.
- S. Godefroy mentioned that a guide is being created for downtown businesses on Downtown Reimagined which will include business and marketing tips for BIA members during construction.

- City is working out the master construction schedule, with construction slated to start sometime this fall.
 - Tender for Downtown Reimagined will close on September 12, 2018.

Z. Majid leaves at 9:16 a.m.

9. Safety in Downtown Brampton (9:15 a.m. – 9:50 a.m.)

- S. Godefroy mentions the recent incidents that have occurred in downtown Brampton including theft and property damage.
- In response to these issues, the BIA has set up a Safety Forum taking place on Thursday July 12th, 2018 at the DBBIA Office.
 - Dealing with the most recent incidents.
 - Spoke with a contact at Peel Regional Police to come to the Safety Forum.
 - CPTED – service where Peel Regional Police can look at Businesses and inform them of how Business' can make their stores safer.
- Need to keep reporting all crimes in downtown Brampton.
- Need to create some proactive tools for the City and the BIA (education/workshops/training.)

10. Executive Directors Report (9:50a.m. - 10:25 a.m.)

- S. Godefroy mentions that at Council the Downtown Brampton A-Frame pilot project has been extended.
- Need to get more Board members out to summer sponsored events, as there was a comment about the lack of BIA presence at an event for the Brampton Board of Trade.
 - Need board members going to Thursday Night Concert Series
 - Jazz Festival – Joe
 - Vibrant Brampton – Peeyush
 - Flower City Bhangra August 4th, 2018- Peeyush
 - Live Art August 25th, 2018 – Grettel
- Create a calendar of BIA Sponsored events coming up, and a schedule of Board members who are available and can attend events on behalf of the BIA.
- Discover Downtown Magazine is out now, printed 20,000 copies.
 - Going to Start working on Fall/ Holiday Edition soon

Councillor Medeiros leaves 10:00 a.m.

- Marketing committee was not all on board for gift card program in the Downtown Brampton area, and have asked staff to do more research.
 - Research was done and the program came from OBBIA conference
 - Need to get businesses opinion on gift card program

- **Action item:** presentation showing pros/cons of gift card program Downtown Brampton and if the gift card should be reinforced or cancelled.
- Farmers Market booth
 - BIA rotational booth is fully booked for the summer.
 - Have had issues in the past few weeks at the Farmers Market with trucks being located in the BIA spot, working with the city to solve these problems.
- New co-op student for the month of July Sameer Fasihuddin from Brampton Centennial Secondary School.
- Past co-op student Evan Simpson created a new membership booklet for new businesses coming into Downtown Brampton.
 - Fall Business Mixer - BIA may partner with the City and host at the Rose Theatre.
- Safety meetings happening in the City.
 - Safety Town hall Meeting happening July 10th, 2018 held by Brampton Focus
- The BIA has been contacted by various businesses regarding a petition that is being circulating.
 - BIA has made contact with this person and have invited them to talk to the BIA board and Downtown Reimagined committee.

11. Committee Reports (10:25 – 10:30 a.m.)

- Food & Drink meeting notes correct Sabena Coulter from guest to member.
- The Taste of Downtown Brampton will change to Taste of Brampton and will open up participation to outside BIA businesses.
- The board discussed the idea of combining the events & Marketing committee together.
- **Action Item:** Motion from board for the future recommendation to reach out to Chairs of committees to combine meetings.

MOTION

THAT the Executive Director of the Downtown Brampton BIA contacts various committee chairs with intentions to consolidate committee meetings together for the next Board of Directors meeting.

Moved by: Rick Evans

Seconded by: Herman Custodio

All in favour.

CARRIED.

12. Council Updates (10:25- 10:30 a.m.)

- There are none.

13. Date and Time of Next Meeting

- Will send out an invite to see how many board members will be able to attend the Tuesday August 14th, 2018 meeting, and decide from there if we will have an August board meeting or cancel it.

14. Motion to Adjourn Meeting

MOTION

THAT the Downtown Brampton BIA Board of Directors meeting be adjourned.

Moved by: Herman Custodio

Seconded by: Kristina Romasco

All in favour.

CARRIED.

The meeting was adjourned at 10:28 a.m.