

Wednesday, January 9, 2019
9:00 a.m. to 10:30 a.m.
76 Main Street North

PRESENT MEMBERS:

Grettel Comas, Herman Custodio, Rick Evans, Peeyush Gupta, Zeeshan Majid, Kristina Romasco, Councillor Medeiros

REGRETS:

Joe Asensio, Carrie Percival

ABSENT:

Fernando Russo

CITY REPRESENTATIVE:

Paul Aldunate, Ryan Lynn

GUESTS:

Councillor Fortini, Councillor Santos

STAFF:

Suzy Godefroy, Teagan Pecoskie-Schweir

1. Call to Order (9:00 a.m.): The meeting was called to order at 9:11 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 Wednesday, January 9, 2019 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, September 11, 2018 and the Downtown Brampton BIA Board of Directors 2019 Budget Conference Call Meeting minutes for Wednesday, October 17, 2018 be approved.

Moved by: Kristina Romasco

Seconded by: Herman Custodio

All in favour

CARRIED

- Update on City of Brampton Council 2018-2022 Term; Council has made two appointments for the BIA; Regional Councillor Rowena Santos and Regional Councillor Martin Medeiros.
- It was also noted that Regional Councillor Paul Vicente, and City Councillor Jeff Bowman will be invited to sit on board meetings as alternates if Councillor Santos, or Councillor Medeiros are not able to attend
- These appointments will be ratified on January 30, 2019, two motions, council appointments and the change in the DBBIA quorum requirements as per the motion ratified at the Downtown Brampton BIA AGM in May 2018.
- As there are two spots vacant on the DBBIA board of directors, these seats will remain vacant until the DBBIA Annual General Meeting in May 2019

7. Financials (9:15 a.m. - 9:30 a.m.)

- Discussed that the DBBIA November 2018 O/S (operating statements) will be reviewed with BIA staff and the BIA Treasurer, to ensure all entries have been posted accurately. The DBBIA December 2018 O/S will be reviewed at the next board meeting.
- Currently working with KPMG for the audit, and will have the financial statements finalized closer to March, 2019 before the DBBIA Annual General Meeting.
- Auditors accepting the note that discloses the in-kind services from the City of Brampton to the Downtown Brampton BIA.
- KPMG had issues in the past with having a note disclosure, should push to have the note in the DBBIA Budget.
- 2018 financials include the in-kind services from the City of Brampton for special event support and rent relief.
- Z. Majid discussed the difficulty to predict the dollar value for the in-kind as it depends on the BIA budget and services asked for. For the 2019 Budget, we have taken the in-kind support from 2018 and used these numbers to be more exact for the 2019 Budget
- Councillor Santos brought up the question about the \$20,000.00 the BIA spends on the horse & carriage rides in downtown Brampton, and if it is too much to spend on carriage rides?
- S. Godefroy explained how the budget for carriage rides in the past was \$45,000.00 and that the BIA has saved money by changing the carriage ride provider. This change back in in 2016, has cut the budget down by more than fifty percent.

Carriage rides in downtown Brampton is a tradition that families love. The goal of the Carriage rides is to bring more people downtown. Carriages rides take place from mid November to December 30, Valentine's Day and Mother's Day. It was asked to talk to the vendor and ask to see if they can measure numbers of individuals who are coming down and riding on the carriages each night

- Places to save more money is to remove the carriage rides and just have the free wagon rides during the Sunday's in December where there are free wagon rides with characters. Will take this back to Marketing & Events Team
- Councillor Santos brought up the idea to have the carriage ride vendor hand out coupons for riders to use after to shop in the businesses downtown after. That way it encourages consumers to stay downtown and shop local.

ACTION: Staff to bring this back to the Marketing and Events Team.

S. Godefroy brought up that the 2019 BIA Budget was built around the fact that construction for Downtown Reimagined was to start this year. The board may wish to review the 2019 Budget before it goes to Council. Z. Majid mentioned once the budget goes to Council and they approve the revenue, the expenses can still be modified.

8. Downtown Reimagined (9:30a.m- 10:10a.m.)

- P. Aldunate mentioned that the Region of Peel have a staff report going to Council Thursday, January 10, 2019 to cancel the tender for Downtown Reimagined
- At this time, there needs to be assessment of what the Region can and can't do
- Council brought the LRT back onto the table, LRT precludes servicing underneath
- Public works is working on an amendment EA for the first quarter of 2019, and see what the next process will be
- See what can be done for upgrades, as there is work that still needs to be done.
- Coordination of utilities to commit upgrades is restricting business developments because of the utilities underneath
- Councillor Medeiros talked about how it is a difficult conversation as there was a political eagerness before to move the project along and that the challenges encountered were ignored
- Councillor Fortini the Vice Chair of Public Works discussed that the project can't be done and it has nothing to do with the LRT. It was pushed too fast, now there are hurdles, and these hurdles were always known
- Councillor Santos talks about how council wants to support businesses downtown, and see small businesses thrive
- There were new issues that came up that was not there before, time and expectations were unrealistic. The City of Brampton staff & Councillors have the best interest for the City of Brampton
- K. Romasco talked about how the businesses with water mains breaks have suffered and have had to shut down, and would like to know how the City is dealing with this issue

- There has been a loss of trust, in the downtown business community, and the City and BIA need to strategize on a solid communications plan.
- There are still a number of projects happening in the downtown, including two high rise rental apartments coming downtown located near Mill Street and Railroad Road (approximately 386 units). City is working with Ryerson and The Chang School of Continuing Educations, offering cyber security courses place at night in West Tower. Algoma University has also increased to over 500 students in the downtown. There is the allocation of \$535,000.00 for Brampton, from the Main Street Revitalization Fund, this money needs to be spent by March 2020. As these monies, were originally going to be directed to Downtown Reimagined, there is now a new opportunity to work on downtown beautification projects, such as the lighting in the laneways.

9. Safety in Downtown Brampton (10:10a.m-10:25a.m.)

- There were multiple safety workshops that took place in fall 2018. These workshops were in response to a number of safety issues happening in the downtown core from break and enters, robberies, and other incidents. There was a general safety discussion that took place in September, the CPTED workshop will be rescheduled in Feb and/or March of 2019, and the Robbery Prevention workshop took place in November, 2018.
- R. Evans talked about how a large number of downtown employees are affected daily, with these issues as well as maintenance in the downtown environment. R. Evans and S. Godefroy met with Mayor Brown, and informed him of the BIA business concerns. In addition to this, also gave the Mayor's Office a list of items that can be addressed in the 2019 Budget (such as garbage, lighting, and an ambassador program for the downtown core.)
- R. Evans and S. Godefroy also met with Gary Collins, Director of Communications for the Mayor, and discussed how these ideas and solutions could be implemented for the downtown core.
- In the midst of trying to fix the lighting in McKinney Lane, the BIA has spoken to an electrician and have received an estimate of \$625.00 + HST to fix the light. Furthermore, the property owner has given consent to allow the City and the electrician to enter his property to get the light fixed.
- A safety booklet is in the midst of being put together for businesses.
- Look at bringing in a "retail coach" to help downtown employees and management deal with difficult issues and behaviour in the downtown.

10. Executive Directors Report (10:25a.m.-10:30 a.m.)

- S. Godefroy discusses the status report from October- December 2018.
 - The BIA 2019 budget is going to council in the near future

- S. Godefroy & R. Evans attended the IDA conference in San Antonio, where they collaborated with U.S. & Canadian BIA's. They attended a safety workshop with proactive solutions to help mitigate homeless population. Will create and overview with the materials collected from the conference and email out a presentation.
- There has been a claim filed against the BIA & City of Brampton with regards to the BIA levy. BIA and city staff have referred this claim to legal and, the BIA has retained legal advice.

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

- There are none. `

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

- There are none.

12. Date and Time of Next Meeting

- The next meeting will be on Tuesday, February 12, 2019 at 9:00 a.m.

13. Motion to Adjourn Meeting

MOTION

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

Moved by: Grettel Comas

Seconded by: Kristina Romasco

All in favour.

CARRIED.

The meeting was adjourned at 10:33a.m.