

Tuesday, February 12, 2019
9:00 a.m. to 10:30 a.m.
76 Main Street North

PRESENT MEMBERS:

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

REGRETS:

Carrie Percival, Councillor Medeiros

ABSENT:

Fernando Russo

CITY REPRESENTATIVE:

Paul Aldunate

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:**
 - G. Comas added that the Downtown Brampton BIA send flowers to previous BIA board of Director Elaine Moore's family for the passing of her father
4. **Approval of Agenda**

MOTION:
THAT the Downtown Brampton BIA Board of Directors Agenda for Tuesday, February 12, 2019 be approved.
Moved by: Grettel Comas
Seconded by: Kristina Romasco
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 Wednesday, January 9, 2019 be approved.
Moved by: Kristina Romasco

Seconded by: Grettel Comas
All in favour
CARRIED

7. Official Welcome to Council & City Representatives for the DBBIA

- Downtown Brampton BIA would formally like to welcome Councillor Rowena Santos who was appointed to the DBBIA Board of Directors back in December
- Council back in December decided to reduce the four councillor members on the DBBIA Board of Directors to two, Councillor Santos from wards 1& 5 and Councillor Medeiros from Wards 3 & 4
- Council also motioned to have Councillor Vicente and Councillor Bowman as alternatives to attend meetings if Councillor Santos & Medeiros are not able to attend
- Council also approved that the DBBIA Board of Directors do not need Councillors in attendance for quorum
- With the BIA Constitution there is to be a councillor sitting on the executive, previously it was E. Moore. The executive is made up of Chair, Vice-Chair, Secretary and a Councillor. Councillor Santos will sit on executive, will review the constitution at the next AGM in May

MOTION

THAT the Downtown Brampton BIA Board of Directors move to have Councillor Rowena Santos sit on the Executive Committee be approved.

Moved by: Kristina Romasco

Seconded by: Rick Evans

All in favour

CARRIED

8. In Camera

MOTION

THAT the Downtown Brampton BIA Board of Directors move into in camera be approved.

Moved by: Kristina Romasco

Seconded by: Rick Evans

All in favour

CARRIED

9. Financial Update

a. Verbal Report

- Finalizing 2018 year-end financial statements, there is no concern. Hoping to have it done for the next week
- KPMG audit will begin in March 2019
- Will have the finalized statement for April before the Downtown Brampton BIA AGM
- Budget presentation to Council tentative date is March 27, 2019

b. DBBIA 2019 Budget

- Executive had a meeting last week with regards to reviewing the budget as Downtown Reimagined is now on hold, and the budget was created with construction happening in April 2019
- No proposed changes to the budget that was approved by the board
- Expense items can change, levy items cannot
- No Christmas hanging baskets sacrificing \$15,000.00 for beautification
- Will continue with the 2019 budget as planned, and pull from marketing to help with Christmas project
- Talked to the tax department and there is no change to the tax levy
- Z. Majid talked to the City and Metrolinx owned buildings (within the BIA boundary) are charged the BIA levy. Only City owned buildings (within the BIA boundary) that have non-City tenants also get allocated the BIA levy
- For 2019 purposes, it is estimated that any adjustment to the BIA levy because of City purchased buildings will primarily be offset by new properties assessed as commercial properties within the BIA boundary and added to the tax roll

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

- Downtown Reimagined project is on hold
- S. Godefroy has been working with the City to get some of the downtown revitalization money to help fix the lighting in the laneways (Vivian, McArter Lane and Garden Square) look at getting Edison lighting to enhance the public spaces in the downtown, try and get lighting fixed for the Spring/Summer of 2019 as lighting is something the BIA wants and needs for the public spaces in the downtown
- The downtown revitalization money needs to be spent by March 2020 perhaps with the Downtown Reimagined project on hold, the City look at using it for the beautification projects in the downtown. It was also noted that the BIA would like to be part of the decision process with this program.
 - Talk to P. Aldunate and staff about the list of the laneways ranked in the order to get lighting and fixed through the provincial grant and then P. Aldunate's staff will share with council
- Secondary Education and Innovation Committee went to council last week. The City of Brampton has created an action committee, and there are a number of initiatives underway to pursue in this area.
 - There is a process selecting committee selecting representatives, there is room to appoint residents of Brampton to sit on committee, look at possibility of having a BIA representative?
- Councillor Santos and Vicente toured the Fiber Optics and Cable IT Department, and learned how the City of Brampton is a leader in the world for fiber
 - ITAC Smart City Technologies Summit is being held on Tuesday, February 26, 2019 at the Rose Theatre talking about the 2040 vision

- P. Aldunate talked about the pilot innovation hub and how there are a lot of good conversations happening with Ryerson University. The Innovation Hub is going to be at 41 George Street South with the Entrepreneur Centre, Chang School, and Ryerson
- R. Santos talked about how Cybersecurity is one of the biggest threats and Canada does not have a lot of cybersecurity centres, its very significant for Brampton to have, it helps bring in students in the downtown
- Algoma University is growing they have 500 students and they are revitalizing and expanding, they have the first floor of 24 Queen St East now
- S. Godefroy talked about the community improvement plan brought to council, and aligning the C.I.P with the 20140 Vision by Larry Beasley for Brampton
- P. Aldunate talked about how the Community Improvement Plan is a great incentive for downtown programs it helps attract employment across the city. The motion was brought forward in the January 23rd council meeting
- S. Godefroy updated the board on the proposals received for sponsorship for 2019
 - \$15,000.00 has been allocated to the 2019 budget.
 - The following events have been allocated the sponsorship dollars for 2019:
 - \$1500.00- Beaux Arts for 2 exhibitions
 - \$1500.00 - FOLD – May
 - \$500.00 - Brampton Women’s Golf Tournament– June
 - \$500.00 - Rib N Roll – May
 - \$750.00 –The Scented L’air exhibition – June
 - \$2000.00 Thursday Night Concert Series
 - \$1500.00 – Flower City Bhangra – August
 - \$3000.00 – Wold of Jazz Festival – September
 - \$2000.00- Live Art Competition – August
 - \$1600.00 – In-kind special grants for BIA businesses

Marketing recommendations included: Have regular contesting happening at each event, and promotional material to hand out ex. Parking garage poster information, magazines

- S. Godefroy talked about Discover Downtown spring edition and the cost of printing has come to \$6,800.00 + HST. Print Three is printing it as they had the most competitive prices when we were looking at quotes

MOTION

THAT the Downtown Brampton BIA Board of Directors move to approve expenditure of cost over \$5,000.00 for the magazine be approved.

Moved by: Rick Evans

Seconded by: Kristina Romasco

All in favour

CARRIED

- Taste of Brampton is starting on February 25- March 10
- Waiting to hear back from the City of Brampton with regards to the Farmers' Market
- R. Evans talked about how he would like a BIA member sit on the committee discussing the Farmers' Market with regards to planning
- S. Godefroy and A. Magana went through applications for Garden Square to approve programming in the summer time
- BIA is working on the 2019 Membership survey to go out in March
- Upcoming Business Mixer will be on Tuesday, February 26, 2019 at Pos Bueno Mexican Restaurant
- Strategic planning for the board in 2019 – to be discussed in more detail
- There is a new Brampton Safety Committee that will be chaired by Councillor Williams, looking at getting quadrant representatives that are citizens of Brampton, currently no commercial representative
 - Purpose is specific towards to community safety
- There are five councillors that sit on the citizen committees, there was over 300 applications that interviews must be conducted, won't be appointed until around April or May
- The BIA has reached out to Councillors Vicente, Santos, and Mayor Brown with regards to the safety concerns in downtown Brampton and are working with P. Aldunate and his team on the lighting for McKinney Lane
- International Flag day is this Friday, February 15, 2019, BIA is hosting a window decorating contest for the businesses and a social media contest for the public
- Family Day is on Monday, February 18, 2019 and the DBBIA office will be closed
- Coldest Night of the Year is taking place Saturday, February 23, 2019 and it is a fundraiser for Regeneration Outreach Community, the BIA is putting a team together
- OBIAA conference is taking place at the end of March, the BIA staff and Kristina will be attending
- There have been staff changes at the City of Brampton effective immediately, the following individuals will no longer be working for the City of Brampton
 - Commissioner of Planning and Development – Rob Elliott
 - Director of Human Resources - Fiona Peacefull
 - Director of Strategic Communications – Erin O'Hoski
 - Director of Strategic Development – Yarlene Frisani
 - Director of Economic Development and Culture – Bob Darling
- Last week the DBBIA staff and a few of the Board of Directors presented a cheque to Regeneration Outreach Community for the funds of the Breakfasts' with Santa of the amount of \$633.00

11. Downtown Development

- P. Aldunate talked about how Downtown Reimagined has been put on hold, while more investigating happens, the City will be getting reports in April/May, the LRT was also brought back on the table and being discussed what can and can't be done
- No construction happening this year
- R. Santos mentioned from a regional level Councillor Vicente and herself are looking at the project in phases, areas further south can start work on without interrupting the downtown
- BIA has emailed out the press release to the members back in December, and sent it out in the February 2019 printed newsletter which goes out to over 340 businesses downtown and 100+ property owners
- P. Aldunate talked about the Dominion Skate building and that they have started construction with high rise towers at 45 Railroad Street.
- 8 Nelson is looking to build the new library and bus terminal in the future, will have to tear down the building and re-build

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

- There are none.

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

- Ryerson University is hoping to have first Cyber Conference in April this year
- Council discussed improvement of transportation cycle lanes, and park enhancements by accommodating more benches
- There have been traffic and speeding issues in neighbourhoods across Brampton, and council has been exploring radar cameras in school zones
- Meeting with Beaux Arts Brampton with the progress related to Arts council
- Code of Conduct for the BIA board and staff for 2019, more information will be emailed to the board, brought forward February 2, 2019
- Vote in January by council allowing retail business to sell cannabis in stores in Brampton. The first retail business that was approved to sell cannabis will be located by Main Street & Nanwood Drive. As per provincial legislation the ACGO will facilitate a 15-day public notification period

14. Date and Time of Next Meeting

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

15. Motion to Adjourn Meeting

MOTION

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

Moved by: Herman Custodio

Seconded by: Grettel Comas

All in favour.

CARRIED.

The meeting was adjourned at 10:38a.m.