

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

PRESENT MEMBERS:

Joe Asensio, Grettel Comas, Herman Custodio, Peeyush Gupta, Zeeshan Majid, Carrie Percival, Kristina Romasco, Fernando Russo,

REGRETS:

Rick Evans, Councillor Medeiros, Councillor Santos

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: 09a.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, March 12, 2019 be approved.
Moved by: Kristina Romasco
Seconded by: Joe Asensio
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, February 12, 2019 be approved.
Moved by: Kristina Romasco
Seconded by: Grettel Comas
All in favour
CARRIED.
7. **Financial Update (9:10a.m.-9:15a.m.)**

- Finalized the BIA's year end 2018 financial statements, under budget compared to past years as it was budgeted to draw from \$11,000.00 from the reserve and only drew \$2,000.00
- The BIA will not be drawing from the reserve in 2019
- In past have we have drawn \$11,000.00-\$13,000.00 from the reserve

N.B. H. Custodio Herman arrives 9:12 am

- KPMG has started to review City and BIA budgets
- May meeting is changing from May 14th to May 7th to have financial audited statements reviewed by the BIA Board of Directors and send them out to BIA members for the Annual General Meeting
- Z. Majid will circulate a draft around the end of April to the BIA Board of Directors

N. B. P. Aldunate arrives at 9:13am

- Tax arbitration cost is lower compared to last year, it fluctuates from year to year
- The number is a rolling average of the last three years and the BIA only draws from reserve to write off the difference in tax arbitration

8. Executive Directors Report (9:15 a.m.-9:40 a.m.)

- S. Godefroy notes that R. Evans and herself had a meeting with Councillor Dhillon and Councillor Vicente with regards to the Downtown Reimagined project being put on hold, and how to continue moving forward with other plans for the downtown core (Councillor Dhillon is the Chair of the Economic Committee)
- A number of issues were discussed including the Farmers' Market and concerns on a retail level with regards to trucks blocking storefront businesses, and how to better market this event across the City of Brampton and GTA

N.B. R. Lynn arrives at 9:21 am

- No news on pilot Innovation hub
- P. Aldunate is working on renovations, and pursuing Ryerson into the Incubator Hub
- Pilot project for A-Frames had it extended until winter 2018
- P. Aldunate talks about how currently By-law states that you cannot have A-Frames in downtown Brampton
- **Action:** P. Aldunate will look into this matter to extend it or make it permanent until start of construction
- F. Russo fix the program properly, put together a proposal to have businesses sign up once, and have all the signs be the same size

N.B. H. Herrera from Segovia Coffee Co arrives at 9:27 am

- There is a document around 2015 from the DBDC days regarding a signage program plan
- Light up our Laneways is a beautification program created to help clean up the laneways downtown. Thanks to P. Aldunate and his staff R. Lynn McKinney lane has lights now
- Other possibilities with revitalization money from the City were relayed back to P. Aldunate's team about the public laneways (McArter and Vivian lane)

- At the last board meeting talking about the events the BIA are sponsoring this year, the BIA will reach out to these organizations to write an article about each event to be featured in the Discover Downtown Brampton summer magazine
- From a marketing aspect look at creating a blog page on the BIA website, with regular communications about downtown Brampton
- Taste of Brampton survey being sent out this week
- The Farmers' Market will be happening again in downtown, and the BIA is going to Council next week to ask for complimentary booths on Main Street – approximately ten booths
- Action: take back to L. Lukasik from the city, see if there is space in Ken Whillans Square for businesses on Queen Street that want to participate in the market at no cost, as they currently have to pay the Farmers' market vendor fee
- L. Lukasik from the City asked the BIA if they want to take on The Great Pumpkin Party event that takes place on November 1st, where the community brings pumpkins to downtown and smash them. The BIA already organizes the free pumpkin give away at the farmers' market and Trick or Treating, and does not see this feasible for the BIA to take on another Halloween event
- H. Custodio talked about how the Councillors took on this event in the past, to help promote Region of Peel services,
- Action: Reach out to Councillor Vincente, Santos and Medeiros about having the Councillors continue to run this event
- The BIA new co-op student started March 1, 2019 his name is Arjun Sindhu and he is a high school student from Fletchers Meadow
- Still working on membership survey, and have committees if there are any key questions to include in the survey
- The BIA has just launched a coffee talk series called Coffee Talks with Suzy Godefroy Executive Director of the Downtown Brampton BIA, whereby businesses are invited to come and talk over coffee with regards to various issues in the downtown core
- S. Godefroy is putting together a schedule for rest of the year. Will try and rotate board members to attend different Coffee Talks, as it was great to have a few board members present
- Tentative date for the BIA Annual General Meeting is set for Tuesday, May 28, 2019 the auditors are able to come to that date, and have booked the Conservatory. The BIA will be electing a new board of management and will be sending out a call to membership in April
- Making presentation for council about budget next Wednesday, March 20,2019 at 3:00pm

9. Downtown Development (9:40a.m.- 10:00a.m.)

- P. Aldunate talked about how there is back and forth dialogue with city and developers with regards to over 600 units and three high rise towers close to each other in the downtown as there are issues with flood zone, height, and special policy
- There was a halt on development because issues with utility with the Region of Peel servicing can be done and there is room for development in the downtown core

- The Heritage building is still listed for sale, its been brought down to a few interested parties
- **Action:** have a more fulsome meeting in development, a lot of people don't know what's going on in downtown and how do we help keep the conversation going?

10. Safety (10:00a.m.- 10:25a.m.)

- Lighting in McKinney Lane has been fixed
- R. Evans asked S. Godefroy to bring up the issues with waste behind Diplock Lane with all the containers especially in winter with the snow, and safety issues with walk there at night, these issues are happening all over the downtown
- R. Lynn talk about how there is a new manager for waste in the downtown, he talked about how it is important for individuals to bring up these issues at the downtown stakeholder meetings, the next meeting is in June
- The BIA office receives a number of calls about Diplock Lane with regards to snow and ice S. Godefroy has been informing individuals to call 311 so its noted and documented
- R. Lynn talks about how winter maintenance takes care and reports to all the issues reported to 311, there is a tracker as well where individuals you can see when their area is being maintained. Individuals can call 311 and complain if the maintenance is not being maintained, if they have missed an area
- 311 calls get allocated to staff right away, its good to keep track of service calls to follow up with
- There has been issue with safety and crime in the downtown, have the BIA look into 24 hour security package similar to what other BIA's are doing
- F. Russo talked about how the laneways have always have something come up with either parking, garbage, lighting need to look at all the laneways to find ways to improve then. Need to know what laneways are public or private, owned by City, Region, landlords
- **Action:** Put together a proposal looking at laneway maintenance plan, put together a laneway strategy planning meeting

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

- K.Romasco Taste of Brampton just finished and it went very well, with over 100 entries made, waiting to hear back from restaurants as the survey is going out this week

12. Council Updates (10:25- 10:30 a.m.) – N/A

13. Date and Time of Next Meeting

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

14. Motion to Adjourn Meeting

MOTION

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

Moved by: Kristina Romasco

Seconded by: Fernando Russo

All in favour.

CARRIED. The meeting was adjourned at 10:26a.m.