

<b>Meeting: Downtown Brampton BIA Board of Directors August 13, 2019</b>		
<b>Date:</b>	Tuesday, August 13, 2019	<b>Time:</b> 9:00a.m.-10:30a.m.
<b>Location:</b>	76 Main Street North, Brampton ON, L6V 1N7	
<b>PRESENT MEMBERS:</b>	Joe Asensio, Grettel Comas, Rick Evans, Peeyush Gupta, Regan Hayward, Horacio Herrera, Kristina Romasco, Councillor Santos	
<b>REGRETS:</b>	Zeeshan Majid, Carrie Percival	
<b>ABSENT:</b>	Adriel Domingue, Councillor Medeiros	
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir	
<b>CITY REPRESENTATIVE:</b>	N/A	
<b>Item:</b>	<b>Notes/Minutes:</b>	<b>Actions:</b>
<b>1.</b>	<b>Call to Order (9:00a.m):</b> The meeting was called to order at 9:04 a.m.	No Action
<b>2.</b>	<b>Declaration of Quorum:</b> Positive	No Action
<b>3.</b>	<b>Additions to Agenda:</b> None	No Action
<b>4.</b>	<b>Approval of Agenda:</b> MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda for Tuesday, August 13, 2019 be approved. Moved by: Peeyush Gupta Seconded by: Councillor Santos All in favour CARRIED	No Action
<b>5.</b>	<b>Conflicts of Interests:</b> There were no declared conflicts of interests.	No Action
<b>6.</b>	<b>Approval of Past Minutes:</b> MOTION THAT the Downtown Brampton BIA Board of Directors meeting minutes for Tuesday, July 9, 2019 be approved. Moved by: Peeyush Gupta Seconded by: Grettel Comas All in favour CARRIED	No Action
<b>7.</b>	<b>Downtown Brampton BIA Team Wins:</b> <i>Beautification &amp; Safety</i> <ul style="list-style-type: none"> <li>• Meeting with the new Peel Regional Police Superintendent McKenna of 22 division took place last week. Specifically invited guests dealing with certain activities in the downtown</li> <li>• Take a way's from the meeting showed more police resources coming in spring 2020. Superintendent gave his personally number to call when problems are not being resolved after going through the regular channels</li> <li>• Designed new post card to hand out to businesses/ landlords on who to call, and what to do. Highlight importance of reporting crimes, and make sure it's on record</li> </ul> <i>Downtown Projects</i> <ul style="list-style-type: none"> <li>• Lighting in Vivian Lane &amp; McArter Lane</li> <li>• Centre for innovation project update demolish 21 nelson St. for parking and start construction at 8 Nelson St.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Algoma expansion to 1000 students in 2023</li> </ul> <p>N.B E. O’Malley arrives at 9:18am</p> <p><i>Marketing &amp; Events</i></p> <ul style="list-style-type: none"> <li>• Party in the LANES went successful on July 19 gearing up August 23</li> <li>• Hired new staff in the office: Alex Phillip is the Digital Squad service member, he has been going out meeting various businesses going over assessments</li> <li>• Hired Colleen Cole as the Marketing &amp; Communications Specialist she will be working on marketing strategy and communication</li> <li>• Roohanee Gupta is the Community Engagement &amp; Social Media she is here until the end of August, she was hired through Canada summer grants</li> <li>• Working with Algoma University and their marketing students to create a loyalty program. Asked 2 out of 3 groups to do a presentation to the Marketing team</li> <li>• <b>Action:</b> invite the whole board to Marketing presentations on August 14</li> </ul>	<p>T. Pecoskie-Schweir</p>
<p><b>8.</b></p>	<p><b>DBBIA Team Goals &amp; Challenges:</b></p> <p><i>Beautification &amp; Safety</i></p> <ul style="list-style-type: none"> <li>• Harmsworth lane heightened experience, Superintendent McKenna and his force have plans in process for this area</li> <li>• Attempting to get more lighting in the laneway with the Region of Peel</li> <li>• A business member has brought up the idea of hiring a private security company with DBBIA budget to do routine checkups. At the stage of getting proposals and will elevate</li> <li>• Safety issues heightened in the summer, businesses are reporting more problems</li> <li>• BIA sent a Formal letter to council on June 8<sup>th</sup> for asks</li> <li>• <b>Action:</b> Councillor Santos follow up with the report from City staff J. Keddy about safety and security in the downtown and get the mandate of Security</li> <li>• Sub-station is a no go, but the community can provide basis of community office, a place to have a computer, bathroom, and park vehicles</li> <li>• Issues with robbery in front of City security, and couldn’t do anything, find them inefficient</li> <li>• City needs a clean up – looks abandon in the downtown</li> <li>• Need BIA representative to delegate, and help pass a motion to support and get Councillors involved for a fall downtown clean up</li> <li>• <b>Action:</b> Peeyush and Emma to organize fall clean up with Councillor Santos and staff</li> <li>• Safety meeting every first Thursday of the month in the morning Rick &amp; Grettel co-chairing police invited as well as security</li> </ul> <p>Councillor Santos leaves at 10:02am</p> <p><i>Downton Projects</i></p>	<p>Councillor Santos</p> <p>P.Gupta, E. O’Malley, Councillor Santos</p>

	<ul style="list-style-type: none"> <li>Demolish coming end of summer on Nelson Street – permit from flood plans 12-18 months footings and foundation will be rolled in with innovation centre – going to be dead with fencing around it</li> <li>Volunteers on July 31 do a first impressions walk- applied to work with another City to do a walk around and get tips and ideas from them. Offered through OBIAA- 100 photos of weeds, graffiti, garbage/ property issues – broken window affect</li> <li><b>Action:</b> Regan create a program to create Murals with construction/ fencing</li> </ul> <p><i>Marketing &amp; Events</i></p> <ul style="list-style-type: none"> <li>Party in the LANES – August 23</li> <li>World of Jazz festival – September 6 &amp;7</li> <li>Ladies Night Out September 25</li> <li>Taste of Brampton October 15-29</li> <li>Christmas planning meeting coming up – emailed to full Marketing &amp; Events Team &amp; Board – what worked las year, new ideas</li> </ul> <p>Joe leaves 10:15am</p>	R. Hayward
<b>9.</b>	<p><b>Governance</b></p> <p><i>Budget Workshops</i></p> <ul style="list-style-type: none"> <li>Workshop’s began last week</li> <li>Budget goes back to council, who approves the vision of the board</li> </ul> <p><i>High Performing Board</i></p> <ul style="list-style-type: none"> <li>Need to stay on the same path</li> <li>Group decides what they should do, how, and drive strategy</li> <li>Membership engagement by getting more businesses involved</li> <li>Business recruitment package sent to landlords to get more businesses downtown</li> <li>Pursues excellence and always striving to improve DBBIA</li> </ul>	
<b>10.</b>	<p><b>Executive Directors Report:</b></p> <ul style="list-style-type: none"> <li>Not discussed</li> </ul>	No Action
<b>11.</b>	<p><b>Date and Time of Next Meeting:</b> The next meeting will be on Tuesday, September 10, 2019 at 9:00-10:30am</p>	No Action
<b>12.</b>	<p><b>Motion to Adjourn Meeting:</b></p> <p>MOTION          THAT the Downtown Brampton BIA Board of Directors meeting be adjourned.          Moved by: Grettel Comas          Seconded by: Peeyush Gupta          All in favour.          CARRIED.</p> <p>The meeting was adjourned at 10:35am</p>	No Action
<b>13.</b>	<p><b>Coffee Talk:</b></p> <ul style="list-style-type: none"> <li>Thursday, August 14, 2019 at 9:00am at Nova Bakery &amp; Grill</li> </ul>	No Action