

Meeting: Downtown Brampton BIA Board of Directors September 10, 2019		
Date:	Tuesday, September 10, 2019	Time: 9:00a.m.-10:30a.m.
Location:	76 Main Street North, Brampton ON, L6V 1N7	
PRESENT MEMBERS:	Joe Asensio, Grettel Comas, Adriel Domingue, Rick Evans, Peeyush Gupta, Horacio Herrera, Regan Hayward, Zeeshan Majid, Carrie Percival, Kristina Romasco, Councillor Santos	
REGRETS:	Councillor Medeiros	
ABSENT:	N/A	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Colleen Cole	
CITY REPRESENTATIVE:	Councillor Vicente, Paul Aldunate, Ryan Lynn	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:02a.m.	No Action
2.	Declaration of Quorum: Positive	No Action
3.	Additions to Agenda: Council updates and finance under item 7 Goals and challenges. Full page ads in magazine, and Town Hall	No Action
4.	Approval of Agenda: MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda and amendments for Tuesday, September 10, 2019 be approved. Moved by: Carrie Percival Seconded by: Rick Evans All in favour CARRIED	No Action
5.	Conflicts of Interests: There were no declared conflicts of interests.	No Action
6.	Approval of Past Minutes: MOTION THAT the Downtown Brampton BIA Board of Directors meeting minutes for Tuesday, August 13, 2019 be approved. Moved by: Grettel Comas Seconded by: Peeyush Gupta All in favour CARRIED	No Action
7.	Council & Governance: N.B.A Domingue arrives at 9:04am <ul style="list-style-type: none"> • R. Santos talks about the increase of loitering, drug concerns. She spoke to Jason Keddy from City of Brampton security to create a report to share what City and DBBIA • Spoke to Ted Brown from Regeneration will be presenting to council next week, and willingness to partner with the DBBIA • The safety advisory committee is pushing a pilot project similar to Toronto Focus in the downtown Brampton core • Carly Goodfellow and DBBIA staff and board of directors organizing fall clean up in the downtown, and a Town Hall with DBBIA • Working on a report to summarize what has been happening this summer 	

	<ul style="list-style-type: none"> • Getting new lights in Diplock and Harmsworth lane <p>N.B. P. Aldundate arrives at 9:06 a.m. N.B. E. O'Malley arrives at 9:07a.m.</p> <ul style="list-style-type: none"> • Engaging landowners with Harmsworth lane property owners, parking • Partnerships with BIA and DAWG meet bi-weekly to discuss maintenance concerns in the downtown. • Downtown stakeholders group representatives John Howard, BIA, Peel Regional Police bring all service providers of the downtown • Security and incident reports since January at 500 • City Staff are looking at security contracts, there is concerns if they were to patrol private property downtown • City security serve breakfast at Regeneration once a month. Have the DBBIA build a relationship to get to know them • Regeneration's 20th Anniversary is on September 14th <p>Joe arrives at 9:16am <i>Budget & Finance</i></p> <ul style="list-style-type: none"> • July report sent out, still on track for budget • Working on shared services agreement, have noticed last 3-4 years with the City, there is no structure. Drafting agreement to have approved by Board of Directors approve City handle payroll taxes, as there is always issues with CRA auditing • Action: send out a budget meeting for September 17th for 9:00-10:00 a.m. <p>Councillor Santos leaves at 9:21am</p>	<p>BIA to arrange a day to do this</p> <p>T.Pecoskie-Schweir</p>
<p>8.</p>	<p>Downtown Brampton BIA Team Wins: <i>Beautification & Safety</i></p> <ol style="list-style-type: none"> September 5th held a safety meeting bringing The City, BIA, and Peel Regional Police together <ul style="list-style-type: none"> • Kristina met with the Mayor, Commissioner Roads, Public Works, Commissioner parks, creating a Town Hall including all four downtown Councillors. Went for neighbourhood walk, around the downtown noting deficiencies, reviewed through the laneways. Two City staff are assigned to the downtown, making sure maintenance is being taking care of • Action: Make a presentation to Council for September 18th showcasing what DBBIA have done so far <ol style="list-style-type: none"> Focus Toronto <ul style="list-style-type: none"> • Councillor Santos touched on this earlier • A lot more success in Toronto with focus tables, speaking to specific situations Mural Project <ul style="list-style-type: none"> • E. O'Malley discussed doing a mural project to beautify the downtown • DBBIA has a student putting a proposal together. Doing research on what other downtowns are doing, discuss different venues and laneways. 	<p>S.Godefroy & K.Romaco</p>

	<ul style="list-style-type: none"> • Look at doing temporary murals during construction, on Nelson, and downtown, temporary structures for different events, that can be updated seasonally <p><i>Marketing & Events</i></p> <p>a) Party in the Lanes August</p> <ul style="list-style-type: none"> • Was a huge success, heard from a lot of businesses, it was a great evening for sales • Need food at events, we give businesses the priority to be vendors. If we don't have enough food vendors, we open it up to other outside vendors. Biggest complaint about events is there is not enough food • Postcards out sooner <p>b) Colleen Cole- introduction and Presentation</p> <ul style="list-style-type: none"> • Hired for Marketing and Communication's • 25 years in sales and marketing, worked for Love and Nudes • Goals: change perception of downtown Brampton, showcase it as a foodie destination, family friendly. Goal is to drive traffic into downtown businesses • the font on newsletter- less items in emails- more emails • Improving our surveys, and getting feedback • Social media strategy: Monday focus on service businesses, Tuesday save the dates for events, Wednesday Discover Downtown Brampton, Thursday weekend around up's, Friday feature business post <p>c) Ladies Night Out Planning</p> <ul style="list-style-type: none"> • September 25th from 5-9pm look into doing post cards, advertise in Garden Square, send out email's out to past attendees <p>d) Taste of Brampton Planning</p> <p>17 businesses on board, looking to get a few more on board taking place October 15-29</p>	
<p>9.</p>	<p>DBBIA Team Goals & Challenges</p> <p><i>Safety & Beautiful Streets Strategy</i></p> <ul style="list-style-type: none"> • Strategy called safe and beautiful streets, if anyone wants to help or add to it, reach out to Suzy. It is a proactive solutions and remedies, focusing on collaborating and partnering together • Pulling together different experts- mental health, tourism, events, ambassadors welcome people to downtown, or help anyone downtown – trying to get it going and present to full board and council down the road <p>Proposal: Clean & Safe Rebate Program</p> <ul style="list-style-type: none"> • Businesses asking for immediate solutions and help, Downtown Brampton is in neglect, some businesses have more issues occurring • Rebate will offer 50% costs covered for cleanup and environmental design • \$150.00 maximum for each business. Take funds from DBBIA budget for tree lighting and New Years Eve budget 	

	<ul style="list-style-type: none"> • Potentially have 40 businesses apply to help with beautification • Helping the membership, not having the BIA do all the work, being proactive and creating a short term fix • Business owner are responsible of maintaining their business. This will help business owner take ownership of their stores <p>MOTION THAT the Downtown Brampton BIA Board of Directors approve proposal for DBBIA Clean & Safe Rebate Program. Moved by: Rick Evans Seconded by: Grettel Comas All in favour. CARRIED.</p> <p>Refocus</p> <ul style="list-style-type: none"> • Remember what this organization is for, a lot of talk about safety and crime, need to focus on DBBIA mandate and goals • Promote this place as a welcoming environment, and need to make change and not have people complain to venues we wont see action from • Don't shine a spotlight on something majority of people aren't seeing. Focus on positivity in the downtown • DBBIA is not responsible for every problem in the downtown, but can guide individuals into the right direction for assistance • Don't encouraging venting <p>Magazine :</p> <ul style="list-style-type: none"> • DBBIA first started the magazine, did not allow full page ads unless from the City or DBBIA • Need a balance, in the magazine and focus on selling a destination and life style <p>MOTION THAT the Downtown Brampton BIA Board of Directors approve full page ads for BIA members for Discover Downtown Brampton magazine. Moved by: Peeyush Gupta Seconded by: Joe Asensio All in favour. CARRIED.</p> <p>N.B. R.Evans leaves at 10:41 am</p>	
<p>10.</p>	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • Urbanizing Suburbia event taking place today. Workshops being held all afternoon on what's happening on the downtown core • Business mixer Wednesday, September 18th, 2019 • Regeneration Community Outreach is Saturday, September 14th, 2019 	<p>No Action</p>

	<ul style="list-style-type: none"> • Dragon World Card Games & Collectibles Grand opening Saturday, September 14th, 2019 • Ground breaking Ceremony at 45 Railroad September 19, 2019 • Action: S. Godefroy will email status out to Board of Directors 	
11.	Date and Time of Next Meeting: The next meeting will be on Tuesday, October 8, 2019 at 9:00-10:30am	No Action
12.	<p>Motion to Adjourn Meeting:</p> <p>MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Peeyush Gupta Seconded by: Grettel Comas All in favour. CARRIED.</p> <p>The meeting was adjourned at 10:46 a.m.</p>	No Action