

Meeting: Downtown Brampton BIA Board of Directors October 8, 2019		
Date:	Tuesday, October 8, 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, Peeyush Gupta, Zeeshan Majid, Emma O'Malley, Carrie Percival, Kristina Romasco, Councillor Medeiros, Councillor Santos	
REGRETS:	Rick Evans, Regan Hayward	
ABSENT:	Horacio Herrera	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Paul Aldunate, Sabrina Chirco	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:06a.m.	No Action
2.	Declaration of Quorum: Positive	No Action
3.	Additions to Agenda: None	No Action
4.	Approval of Agenda: MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda for October 8, 2019 be approved. Moved by: Peeyush Gupta Seconded by: Joe Asensio 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, September 10, 2019 be approved. Moved by: Carrie Percival Seconded by: Peeyush Gupta All in favour CARRIED	No Action
7.	Governance: <i>DBBIA 2020 Budget</i> <ul style="list-style-type: none"> • The DBBIA have held the budget steady for the past three years, expenses are getting higher. Looking to raise the marketing budget asking the City for approximately additional \$19,000.00 making it a grand total of approximately \$74,000 proposal this year of contribution from the City. • Marketing partnership has been going on since the Downtown Brampton development days. The City has given the BIA a marketing partnership contribution from the Economic Department in the amount of \$40,000 contribution which goes towards marketing the downtown core • The DBBIA has been branding the downtown with Discover Downtown Brampton A.Domingue arrives at 9:10am	

	<ul style="list-style-type: none"> • And has built the brand via outreach to the community, through social media, an integrated marketing strategy and community partnerships. • The Discover Downtown Brampton magazine goes out to downtown businesses, and is delivered door to door in a 5 km radius of the downtown, as well as different neighbourhoods in the City of Brampton • For beautification S.Godefroy and Z.Majid have been working with the City with Main Street Revitalization fund <p>P.Aldunate arrives at 9:16am</p> <ul style="list-style-type: none"> • City has offered to do the holiday hanging baskets which is a \$15,000.00 cost • Currently the City and the BIA are looking at possibly getting new banner arms, and new banners for the DBBIA. • City and BIA are also looking at a lamppost pole treatment, with an anti-graffiti paint, or pole banner wraps • Holiday events include two breakfast with Santa, Carollers, Carriage Rides, Wagon Rides and a scavenger hunt, • Action: breakdown what we are doing, and spending for Holiday budget • DBBIA rent budget might change, as the DBBIA office moving • Rent is an “In and out”, as the City helps DBBIA with that, moving the office December 1st to 7 Queen Street West <p>MOTION THAT the Downtown Brampton BIA Board of Directors accept 2020 budget as it stands now be approved. Moved by: Peeyush Gupta Seconded by: Adriel Domingue All in favour CARRIED</p> <p><i>Finance Report for August 2019</i></p> <ul style="list-style-type: none"> • Everything is still on track, Z.Majid and S.Godefroy meet on a monthly basis to make sure the DBBIA is on track with the budget <p>MOU</p> <ul style="list-style-type: none"> • Formalize agreement, motion to have agreement approved and have the City review and submit DBBIA financials to government <p>MOTION THAT the Downtown Brampton BIA Board of Directors MOU as written by the City of Brampton be approved. Moved by: Carrie Percival Seconded by: Peeyush Gupta All in favour CARRIED</p>	<p>S.Godefroy & T.Pecoskie- Schweir</p>
<p>8.</p>	<p>Downtown Brampton BIA Team Wins: <i>Beautification & Safety</i></p> <p>a) Downtown Town Hall - October 16, 2019</p>	

	<ul style="list-style-type: none"> • Posters have gone out, we are having a Town Hall at the City of Brampton b) City of Brampton Motion- September 18, 2019 <ul style="list-style-type: none"> • Motion that went up by Councillor Medeiros c) Mural Project <ul style="list-style-type: none"> • Katrina DBBIA co-op student has put an over through together on what other cities have done. Looking at hoarding for Nelson Street • Mural project would be done around spring 2020 with the City of Brampton hoarding on Nelson Street. They will be demolishing the properties on Nelson Street, and the construction reps are looking at doing hoarding. The DBBIA has been asked to send some communication, and images of what we would like done • Could be talking to Algoma, Sheridan, and events images of the downtown, demolish will happen this fall. Communications are working on this, and putting imagery to show the good things of the downtown/ City of Brampton • Historical pictures of the downtown – PAMA has a lot in their archives <p><i>Marketing & Events</i></p> <ul style="list-style-type: none"> a) Ladies Night Out <ul style="list-style-type: none"> • September 25th – great success sold out, and had over 20 ladies contact to buy tickets the day of • Another event happening on November 27th b) Colleen Cole- Marketing Strategy Update (verbal update) <ul style="list-style-type: none"> • Will be at next board meeting to give an update c) Taste of Brampton Planning <ul style="list-style-type: none"> • Starts next week, get a lot of visitors out for this event • Looking at doing a photo–op and K.Romasco doing a launch at Council • Have some dishes in at the proclamation on October 16th at Committee of Council for the big announcement • Action: reach out to the Mayor, and have a couple of dishes from the restaurants there • Winged Whale to help promote the Taste of Brampton d) Holiday Planning- Discover, November & December, 2019 <ul style="list-style-type: none"> • Discover Downtown magazine to go out end of October <p>MOTION THAT the Downtown Brampton BIA Board of Directors approve the magazine expense over \$5,000.00. Moved by: Emma O’Malley Seconded by: Grettel Comas All in favour CARRIED</p> <ul style="list-style-type: none"> • Did a call out for ads, or coupons to be submitted into the magazine 	<p>S.Godefroy</p>
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<p>9.</p>	<p>DBBIA Team Goals & Challenges <i>Safety & Beautiful Streets Strategy</i></p> <ul style="list-style-type: none"> • S.Godefroy has started putting together the safe and beautiful strategies. A document in progress, looking at what Yonge Street BIA has done for safe street • BIA is bringing together all of the community partners and putting together a document to showcase all of the services in the downtown area • Peel Regional Police sent the DBBIA a document showing the crime rate is down by 8.7% in the downtown core <p><i>CBC News- Report on Crime in the Downtown</i></p> <ul style="list-style-type: none"> • CBC reporter reached out to Councillor Medeiros, S.Godefroy and Ted Brown from Regeneration. Interested in hearing about the downtown, we are growing, and the crime rate is down. Reporter was only interested in hearing about where the needles are and where prostitution is happening • Need to promote the same messaging together, need to work together to shift the image, need to highlight what is positive in the downtown • Action: create media training for DBBIA members if you do get questioned, know how to communicate to media • Big investment happening in the downtown, the Board of Directors are the ambassadors of the downtown, need to help change the perception of the downtown • Push out the Clean & Safe rebate grant to the membership <p>Councillor Santos leaves at 9:53am</p> <ul style="list-style-type: none"> • Action: Edit the description on the Clean & Safe rebate program • Facade program still happening, promote front and back of building renovations. Including lighting and security systems <p>Councillor Medeiros leaves at 10:00am</p> <ul style="list-style-type: none"> • Action: P. Aldunate to send a write up to help promote in the e-news the two different programs the City offers for façade program <p><i>Downtown Town Hall</i></p> <ul style="list-style-type: none"> • If you have specific questions you would like noted, send them, to T.Pecoskie-Schweir or S.Godefroy to get submitted to make sure they get answered next week. It is opened to the public • Action: send an invite to board members to remind them of the Town Hall 	<p>S.Godefroy</p> <p>S.Godefroy</p> <p>P.Aldunate</p> <p>S.Godefroy & T.Pecoskie-Schweir</p>
<p>10.</p>	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • BIA partnering with Beaux Arts for art Beat on October 18/19 • Safety- workshop with Region of Peel how to dispose of needles (sharps) is set for October 24, 2019 from 9 – 10:30 a.m. • Trick or Treating October 26, 2019 11 – 1 p.m. • Action: Send invite to all board members for the 60th Anniversary for McCracken Auto on November 12th at 2:00pm 	<p>S.Godefroy</p>
<p>11.</p>	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, November 12, 2019 at 9:00-10:30am</p>	<p>No Action</p>

12.	Motion to Adjourn Meeting: MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Grettel Comas Seconded by: Peeyush Gupta All in favour. CARRIED. The meeting was adjourned at 10:21 a.m.	No Action
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