

<b>Meeting: Downtown Brampton BIA Board of Directors November 12, 2019</b>		
<b>Date:</b>	Tuesday, November 12, 2019	<b>Time:</b> 9:00 a.m.-10:30 a.m.
<b>Location:</b>	76 Main Street North, Brampton ON, L6V 1N7	
<b>PRESENT MEMBERS:</b>	Grettel Comas, Adriel Domingue, Peeyush Gupta, Regan Hayward, Horacio Herrera, Zeeshan Majid, Kristina Romasco, Councillor Santos	
<b>REGRETS:</b>	Rick Evans, Emma O'Malley, Carrie Percival	
<b>ABSENT:</b>	Joe Asensio, Councillor Medeiros	
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir, Colleen Cole	
<b>CITY REPRESENTATIVE:</b>	Sabrina Chirco	
<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 9:10 a.m.	No Action
<b>2.</b>	<b>Declaration of Quorum:</b> Positive	No Action
<b>3.</b>	<b>Additions to Agenda:</b> Add the Façade Improvement Program under Beautification	Amended Agenda
<b>4.</b>	<b>Approval of Agenda:</b> MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda and amended for Tuesday, November 12, 2019 be approved. Moved by: Peeyush Gupta Seconded by: Regan Hayward 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, October 8, 2019 be approved. Moved by: Peeyush Gupta Seconded by: Grettel Comas All in favour CARRIED	No Action
<b>7.</b>	<b>Governance:</b> <i>Financials: September 2019 Operating Statement</i> <ul style="list-style-type: none"> <li>Z.Majid and S.Godefroy meet on a regular basis to discuss the budget, currently still on track with the budget</li> <li>City budget deferred until February 2020 to approve the DBBIA 2020 budget, will continue to resume same budget from 2019 until budget is approved in February 2020</li> </ul> <i>BIA Office</i> <ul style="list-style-type: none"> <li>No current lease at the moment, S.Godefroy has met with City representative and the latest move date is tentatively January 6, 2020</li> <li>On November 20<sup>th</sup> report going to council, for the BIA to end current lease and enter a new lease, and deferring rent relieve until budget is approve in February 2020</li> </ul>	

	<ul style="list-style-type: none"> <li>• Met with Claire Barnett Director of Economic Development went through the DBBIA/City grant currently working with her team for 2020.</li> <li>• <b>Action:</b> Set up a Team meeting with the DBBIA and Economic Development department for a strategy to promote the downtown</li> </ul>	S.Godefroy
8.	<p><b>Downtown Brampton BIA Team Wins:</b></p> <p><i>Beautification &amp; Safety</i></p> <p>a) Downtown Town Hall - October 16, 2019</p> <ul style="list-style-type: none"> <li>• Requested in September, very well attended for businesses and residents</li> </ul> <p>b) Nurturing Neighbourhoods – October 26, 2019</p> <ul style="list-style-type: none"> <li>• Requested as well, and it went well. Great good turn out! Very well attended</li> <li>• Need more businesses in attendance for the next Neighbourhood Walk taking place in spring 2020</li> <li>• Reports will be coming out soon, with a lot of action items that came out of the walk</li> </ul> <p>c) Hording Panels on Nelson and George</p> <ul style="list-style-type: none"> <li>• Sharing information with the City Communications Department Waiting to get some imagery to show the Board of Directors</li> <li>• Hording will go up in Nelson and George, once demolition is done</li> </ul> <p>d) Façade improvement program</p> <ul style="list-style-type: none"> <li>• Need to have businesses apply for these programs, and need more Councillors to promote this program</li> <li>• This program is a way to help beautiful buildings to bring customers downtown</li> <li>• Need clarification of the process of the façade program – don't know when their application is being reviewed and either accepted or declined</li> <li>• <b>Action:</b> Look into the façade program process</li> </ul> <p><i>Marketing &amp; Events</i></p> <p>a) Digital Main Street</p> <ul style="list-style-type: none"> <li>• Alex Philip has finished his contract, had 13 businesses receive the DMS grant. It is still open and businesses can apply until the end of December. Downtown Brampton is one of the BIA's in Ontario that had the most businesses successfully receive the grant</li> </ul> <p>b) Taste of Brampton</p> <ul style="list-style-type: none"> <li>• Happened for 2 weeks, huge success with consumers getting to know, and visit about the downtown restaurants</li> <li>• <b>Action:</b> Send a report to Board of Directors on Taste of Brampton</li> </ul> <p>c) Art BEAT Brampton</p> <ul style="list-style-type: none"> <li>• Was a huge success, and it is in it's second year</li> <li>• 173 attend this year, all local residents</li> <li>• 17 businesses who participated (doubled last year) and 20 artists</li> <li>• Had a few Councillors come downtown and see the event</li> </ul>	<p>R.Santos</p> <p>S.Godefroy</p>

	<ul style="list-style-type: none"> <li>• Nuit Blanche came to Council- Councillor Williams asked the City to host a Nuit Blanche. Believe the Arts community should host this event instead of recreate other Cities,</li> <li>• but should promote Art BEAT Brampton as it's own Nuit Blanche- stop the City from competing with the Arts Community- no point to recreate- take the best of Nuit Blanche and add it to Art BEAT Brampton</li> <li>• <b>Action:</b> Find out what City representative is writing the report for Nuit Blanche, and have Beaux Arts Brampton involved to help build the event</li> </ul> <p>d) Trick or Treat in Downtown Brampton</p> <ul style="list-style-type: none"> <li>• Brought over 500-800 kids and their families to downtown Brampton, another extremely well attended event</li> </ul>	R.Santos
9.	<p><b>DBBIA Team Goals &amp; Challenges</b> <i>Marketing Strategy- Colleen Cole</i></p> <ul style="list-style-type: none"> <li>• Changing the conversation for Brampton 2020</li> <li>• Launching a “MyDowntownBrampton” video campaign- video is the best form of story telling</li> <li>• Topics “come shop with me, come eat with me, come explore with me, why I chose to open my business in downtown Brampton”</li> <li>• Social media with some videos produced in house, going to work with influencers, and marketing partners to launch campaign</li> <li>• Goal is to get consumers to start taking videos, and be entered to win some prizes</li> <li>• Work with high schools to create videos</li> <li>• Starting a soft launch through out the holiday campaign, and do a full launch in January 2020</li> <li>• Created a new event called Holiday Taste Tour, which is modelled after Ladies Night Out. It is a walking tour around the downtown, visiting the restaurants Downtown Brampton</li> <li>• BIA members are creating events in the downtown, that the BIA is supporting ex. do dinner and show packages, beauty events, fashion shows, not all events have to be done by the BIA</li> <li>• <b>Action:</b> create a social media tag list for businesses</li> </ul> <p><i>Safe and Beautiful Streets Strategy</i></p> <ul style="list-style-type: none"> <li>• Planning document almost complete, looking to present it at the next board meeting</li> <li>• Bringing it to the Beautification and Safety Team in December</li> <li>• Brings together all the partners in downtown Brampton, captured beautiful street strategy, what services are in the downtown</li> <li>• Update from Region of Peel, there was a presentation on Housing</li> <li>• November 21<sup>st</sup> 2 reports coming forward with recommendations dealing with homeless, and private stock for group homes, and housing support going to council</li> <li>• February/ April will have more recommendations for a women’s shelter in downtown Brampton</li> </ul>	C.Cole

	<ul style="list-style-type: none"> <li>Helping provide more housing options for those who are homeless in the downtown core</li> </ul> <p><i>Media Training</i></p> <ul style="list-style-type: none"> <li>Reached out to the City who is also looking at training, looked at getting quotes for media training for Board of Directors</li> <li>Date wise looking at doing media training in mid January 2020</li> <li><b>Action:</b> Create a survey to find out a day or time of what day will work for the whole board 2-3 hour</li> </ul> <p><i>Food Trucks in the Downtown</i></p> <ul style="list-style-type: none"> <li>City asked us to do some research on food trucks in the downtown</li> <li>One of the DBBIA interns has put a report together, and has been sent to the Board of Directors</li> <li>There is currently a by-law in place for food trucks in the downtown</li> <li>Any food truck that comes in the downtown, needs to have written permission from the DBBIA</li> <li>It cannot be in 50 meters of a food premise business</li> <li><b>Action:</b> Get more information, on what the City is looking for</li> </ul>	<p>S.Godefroy &amp; T.Pecoskie- Schweir</p> <p>S.Godefroy</p>
<p><b>10.</b></p>	<p><b>Executive Directors Report:</b></p> <ul style="list-style-type: none"> <li>Jessica Woods from John Howard Society and Jenna Dewbury from Regeneration are working on getting a community development grant for 2020 to hire a person to help with community engagement and social issues in the downtown core</li> </ul> <p>MOTION            THAT the Downtown Brampton BIA Board of support John Howard’s Society and Regeneration on the community development grant.            Moved by: Adriel Domingue            Seconded by: Peeyush Gupta            All in favour.            CARRIED.</p> <ul style="list-style-type: none"> <li>Photo- op with McCracken auto at 2pm today for their 60<sup>th</sup> anniversary</li> <li>The holiday edition of Discover Downtown Brampton is hot off the press</li> <li>Coffee Talk for November 21<sup>st</sup> will be at Regeneration Community Outreach</li> </ul>	
<p><b>11.</b></p>	<p><b>Date and Time of Next Meeting:</b> The next meeting will be on Tuesday, December 10, 2019 at 9:00-10:30am</p>	<p>No Action</p>
<p><b>12.</b></p>	<p><b>Motion to Adjourn Meeting:</b></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.            The meeting was adjourned at 10:23a.m.</p>	<p>No Action</p>