

Meeting: Downtown Brampton BIA Board of Directors December 10, 2019		
Date:	Tuesday, December 10, 2019	Time: 9:00 a.m.-10:30 a.m.
Location:	76 Main Street North, Brampton ON, L6V 1N7	
PRESENT MEMBERS:	Joe Asensio, Grettel Comas, Adriel Domingue, Rick Evans, Peeyush Gupta, Regan Hayward, Horacio Herrera, Zeeshan Majid, Emma O'Malley, Kristina Romasco,	
REGRETS:	Councillor Santos	
ABSENT:	Carrie Percival, Councillor Medeiros	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Sabrina Chirco, Carly Goodfellow	
Item:	Notes/Minutes:	Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:15 a.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 Tuesday, December 10, 2019 be approved. Moved by: Grettel Comas 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, November 12, 2019 be approved. Moved by: Regan Hayward Seconded by: Peeyush Gupta All in favour CARRIED	No Action
7.	Governance: <i>BIA Office Update:</i> <ul style="list-style-type: none"> • Last Wednesday report went to Committee of Council, with the DBBIA news. The DBBIA office is moving to 7 Queen Street West, it was approved will happen on December 28th and 29th, 2019 • It is more of an open concept, and a little smaller than the current office. • Moving the main floor on the 28th and 29th and in the New Year will be moving the items in the basement over • Draft lease that S.Godefroy, Z. Majid, and K.Romasco have reviewed, the City has been offering rent relief and the City will continue to help with the rent • Need to go back to Council and ask for rent relief to be approved in the 2020 budget • Have to go to council every year to get approval for rent relief 	

	<p>N.B. J. Asensio arrives at 9:22 a.m. <i>Finance- Verbal Update:</i></p> <ul style="list-style-type: none"> • Waiting for the October financials, looking to be right at the line for budget. Some items might be over and some under for the budget to balance • Will draw from the reserve for the tax deductible number • Many properties are leaving the downtown area, with properties being demolished, and bought by the City. With the tax levy being the same amount, the levy is divided into the businesses in the boundaries. Proposing the levy dollar amount, and asking the City for more money <p>N.B.A. Domingue arrives at 9:31 a.m. N.B.P. Aldunate arrives at 9:31 a.m.</p> <ul style="list-style-type: none"> • The 2020 budget that was approved in October will need to be adjusted as the new lease was not in the ask for the 2020 budget, need to present it back to the board in January 	
<p>8.</p>	<p>Downtown Brampton BIA Team Wins: <i>Beautification & Safety</i></p> <ol style="list-style-type: none"> a) Chief's Dinner- November 27, 2019 <ul style="list-style-type: none"> • S.Godefroy and R. Evans attended, a lot of downtown Brampton service providers attended. It was a good event to attend b) Hoarding Panels on Nelson and George Street <ul style="list-style-type: none"> • Draft creative that has come from the Communications Department in the City. This is for Diplock Lane, and Nelson Street will focus more on the Centre of Innovation creative • Images submitted to us from Grettel and live art and the City have put together • Not the final draft, need to receive the artist names and titles of art work • Hoarding will be going up soon, around the 2nd week of January • All along Nelson and Diplock lane • Action: Get creative for the hoarding for the Centre of Innovation c) Beautiful & Safe Streets Strategy <ul style="list-style-type: none"> • Document to serve the board and the members to understand the initiatives being taking care of from the City, Region of Peel, and DBBIA • Meet the BEAT event hosted by the DBBIA, service providers and the Police in Downtown Brampton • Safe and Clean rebate program to help businesses with costs to keep their area safe and clean • Workshops with the police, DBBIA will be booking workshops in January and February • Partners in the downtown, putting this document together to see where all the community services come from • DBBIA go to a lot of safety meetings in Brampton and work with a lot of service providers and Peel Regional Police 	<p>S.Godefroy</p> <p>S.Godefroy</p>

	<ul style="list-style-type: none"> • Submit proposals in the New Year from artists fitting committees key themes • Put jury panel together, to help jury the submissions. Ideally launching first spring mural beginning of May • Look at grants and funding programs under the City’s website • Looking around \$10-15,000.00 for the mural program • Façade and building improvement program that might be able to help with mural program • Need to start moving by mid February latest to launch this for beginning of May • Action: have a meeting with S.Chirco, P.Aldunate and K. Stahl to discuss more locations for the mural program <p><i>Marketing & Events</i></p> <p>a) Ladies Night Out- November 27, 2019</p> <ul style="list-style-type: none"> • Event went well, the ladies enjoyed the event <p>b) Share the Magic Holiday Campaign</p> <ul style="list-style-type: none"> • Holiday Shop Week happened last week, showed off businesses promotions, and hours • Joy sign installed, shopping bags are out for businesses • Have done marketing buys with Mobile signs and Radio ads, also have done Brampton Transit advertisement • To determine if people are reading the magazine, there is a ballot at the back to bring people into stores to vote for the best business window display • Magazine has been targeted downtown Brampton, G-H and a little of the L section <p>c) Holiday Taste Tour- December 5, 2019</p> <ul style="list-style-type: none"> • Another successful event, was a fun event to do with couples • Scavenger Hunt and Breakfast with Santa coming. Both Breakfast with Santa events were sold out 	<p>S.Chirco</p>
<p>9.</p>	<p>DBBIA Team Goals & Challenges</p> <p><i>Marketing Strategy Update:</i></p> <ul style="list-style-type: none"> • For 2020 incorporate the MyDowntownBrampton strategy <p><i>Downtown Brampton Precinct Plan Workshop- January 2020</i></p> <ul style="list-style-type: none"> • Creating more urban design for the downtown Brampton, working with character of the streets, there is a lot of moving pieces, planning exercise to see what the downtown could be with LRT, Garden Square, and Ken Whillans Square • CFI is happening, doing an expansion for transit, need to figure out where the temporary transit will while construction happens, an RFP is out right now for the transit design • Document to unlock the potential of the downtown core, or investors to come down and build • Creating the walkability, national heritage site, created a community to live in. mixture of new and old for Toronto distillery district 	

	<ul style="list-style-type: none"> • Creative businesses, and studio space <p><i>Media Training</i></p> <ul style="list-style-type: none"> • No update at this point 	
10.	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • Holiday Business Mixer is tonight with BBOT, City of Brampton Economic Development Department and Brampton Entrepreneur Centre from 5-8pm at BEC • Thursday, December 12 at the Rose Theatre is the drop in festive cheer from 2:30-4:30pm with City of Brampton upper management • Tracy from the Scented L'air is collecting socks for the homeless projects ends December 20th • Need to approve the budget for 2020 at our next board meeting 	
11.	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, January 14, 2020 at 9:00-10:30am</p>	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: Adriel Domingue All in favour. CARRIED. The meeting was adjourned at 10:37 a.m.</p>	No Action