

Meeting: Downtown Brampton BIA Board of Directors January 14, 2020		
Date:	Tuesday, January 14, 2020	Time: 9:00 a.m.-10:30 a.m.
Location:	2 Wellington Street West, Brampton ON, L6Y 4R2 room CH-2E	
PRESENT MEMBERS:	Joe Asensio, Grettel Comas, Peeyush Gupta, Regan Hayward, Zeeshan Majid, Emma O'Malley, Carrie Percival, Kristina Romasco, Councillor Medeiros, Councillor Santos, Rick Evans	
REGRETS:	Horacio Herrera	
ABSENT:	Adriel Domingue	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Paul Aldunate, Sabrina Chirco	
Item:		Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:07 a.m.	No Action
2.	Declaration of Quorum: Positive	No Action
3.	Additions to Agenda: Discuss magazine goals and challenges Follow up from November 12 th meeting about façade improvement program Add concerns with By-law and laneways being blocked	No Action
4.	Approval of Agenda: MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda and amendments for Tuesday, January 14, 2020 be approved. Moved by: Regan Hayward 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, December 10, 2019 be approved. Moved by: Emma O'Malley Seconded by: Peeyush Gupta All in favour CARRIED	No Action
7.	Governance: <i>BIA Office:</i> <ul style="list-style-type: none"> • DBBIA office has moved to 7 Queen Street West <i>November 2019 Operating Statements:</i> <ul style="list-style-type: none"> • Still on track with the budget • The Tax arbitration number is on the higher end, Z.Majid is following up on this • The week of February 17th the DBBIA budget is going to council to be approved N.B. J. Asensio arrives at 9:13 a.m.	

	<p><i>2020 Budget Update:</i></p> <ul style="list-style-type: none"> • Action: Set a meeting for February 4th in the morning to approve updated budget with the new rent 	T. Pecoskie-Schweir
8.	<p>Downtown Brampton BIA Team Wins:</p> <p><i>Share the Magic Holiday Campaign:</i></p> <ul style="list-style-type: none"> • Successful marketing campaign for November and December • New highlight was the Taste Tour event and Holiday Shop Week • Carriage rides ran from November 28- Dec 30, there was five free wagon rides on Sunday's in December with a special guest • December 22nd free wagon ride with Santa was too busy, had to extend it by an hour • Need to have more preparation and lead time for events, need to start marketing weeks in advance <p><i>NYE Celebrations</i></p> <ul style="list-style-type: none"> • Did not discuss <p><i>Marketing & Communications Specialist:</i></p> <ul style="list-style-type: none"> • Hired a new Marketing and Communications Specialist Alex Philip who was the Digital Main Street Service Squad member for the DBBIA this past summer <p><i>Valentine's Day Celebrations:</i></p> <ul style="list-style-type: none"> • Booked Valentine's Day carriage rides for February 14 from 6:00-10:00 p.m. • Action: Bring to Marketing & Events Team a shopping night for Valentine's Day, and family day weekend • Action: set up a Marketing and Events Team meeting Wednesday, January 22 <p><i>Taste of Brampton February 27- March 14, 2020</i></p> <ul style="list-style-type: none"> • To date have 19 businesses and 20 locations on board 	S.Godefroy T.Pecoskie-Schweir
9.	<p>DBBIA Team Goals & Challenges</p> <p><i>Marketing Strategy:</i></p> <ul style="list-style-type: none"> • #MyDowntownBrampton concept is better to engage with the local community find out why downtown Brampton is important to them, • Creating a new logo for #MyDowntownBrampton • Going to be incorporating new logo into signage, banners, and magazine <p><i>Discover Downtown Brampton Magazine:</i></p> <ul style="list-style-type: none"> • Focusing on a tourism issue incorporating all upcoming events for 2020, culture, heritage, shopping and dining in Downtown Brampton • Working with Tracy Pepe owner of The Scented L'air as she has an exhibit with Toronto Pearson International Airport to help distribute the magazines • Looking to increase print run from 20,000 to either 80,000-100,000 issues. We are looking at sponsors and partners to help with costs 	

	<ul style="list-style-type: none"> Looking to have the magazines delivered to office by February 24, there will be staff in The Scented L'air pop up exhibit at Toronto Pearson International Airport in Terminal 3 from March 1 to May 31 Action: Bring more information to February board meeting with regards to costs <p>N.B. Councillor Medeiros arrives at 9:33 a.m.</p> <p><i>Grants- Celebrate Ontario 2020, OLG & Summer Jobs Grant:</i></p> <ul style="list-style-type: none"> Deadline is next week, waiting to hear back for OLG and Canada summer job grants deadlines Working on sponsorship throughout the year for events <p><i>Safe and Beautiful Streets Strategy- BIA Goals:</i></p> <ul style="list-style-type: none"> The DBBIA created Report IT for the membership last year, giving business a document of who to call when they are having problems Action: Print more copies of Report IT Encouraging businesses to take ownership, by using planter rebate, and safe and clean rebate programs There will be a safety document coming out in March from the City of Brampton Demolition for Nelson and George Street is to happen by the end of this week and, or early next week. Once the demolition happens the hoarding will go up Action: Plan a Spring Clean up in Downtown Brampton, bring it back to Beautification and Safety Team Action: Beautification and Safety Meeting create a goal time line and what they want accomplished <p><i>Downtown Brampton Precinct Plan Workshop- January 2020:</i></p> <ul style="list-style-type: none"> Workshop is scheduled for Tuesday, January 28th planned by the Urban Design Department regarding unlocking the potential of the downtown in the City of Brampton Focusing on planning and opportunities for the downtown core Action: will send out the dates for Speaker Series talks, and the Downtown Precinct Plan for DBBIA Board of Directors <p><i>Façade improvement program update:</i></p> <ul style="list-style-type: none"> Need to get better time lines for application process of Façade Improvement Program for how long it takes, what is the process for after the business owner applies Action: Get content to send out in e-news <p>P. Gupta leaves at 9:54 a.m.</p> <p><i>Laneways issues:</i></p> <ul style="list-style-type: none"> Caruso Laneway is blocked, and there is only one entrance and exit. People are being blocked in, and it can take over 2 hours being on phone with 3-1-1 it is a fire hazard. Action: City get more information about service standards and by-law for blocking laneway 	<p>S.Godefroy</p> <p>S.Godefroy</p> <p>S.Godefroy</p> <p>S. Godefroy</p> <p>T. Pecoskie-Schweir</p> <p>P. Aldunate & T.Pecoskie-Schweir</p> <p>P. Aldunate</p>
<p>10.</p>	<p>Executive Directors Report:</p> <p>Action: Email DBBIA Board of Directors to confirm ticket sales for Brampton Board Trade State of the City Luncheon on February 4th</p>	<p>T.Pecoskie-Schweir</p>

	<ul style="list-style-type: none"> February 25th winter Business Mixer at Indian Curry Express & Bar from 5-7p.m. Going to council on January 29th to present #MyDowntownBrampton Going back in February to council for the DBBIA budget Will be planning a media training for DBBIA Board of Directors in the first quarter this year Setting up a AGM planning meeting soon with 2020 theme and all the exciting projects, looking to possibly book Ken Greenberg as a guest speaker, will confirm a date soon Britni and Simer the DBBIA two co-op students will be finishing their placement this Friday, they have been fantastic help over the last few months Brampton Farmers' Market feedback from the survey over the summer time, showed nothing different than the comments received in the past years with regards to trucks blocking certain storefronts, DBBIA is still accepting sponsorship proposals for 2020 Community Partnerships grant Reaching out to previous partners in the past, Marketing & Events Team will be bringing recommendations back to the board in February There is a Town Hall on January 28 evening regarding BramptonU <p>C. Percival leaves at 10:11 a.m.</p>	
<p>11.</p>	<p>Dr. David Wheeler, Academy of Sustainable Innovation- BramptonU</p> <ul style="list-style-type: none"> With Ryerson being cancelled BramptonU has been created to help bring a University to Brampton. Universities are a hub for cities, they help bring people in BramptonU will be a university for 21st century for Brampton, not a traditional model it will be more engaging and academic engagement Looking at a model where BramptonU will have their own model, with international, and Canadian institutions curriculum Reached out to Russel group which is the top institutions in England institutions in Australia, New Zealand, and Ontario institutions Second part of BramptonU model will focus on International Graduate programs (still in progress) Third element will focus on an online dimension talking to D2L which is global leader for online e-campus Program designed is key to future focus , working with energy systems, agriculture, systems changing in the next 20 years, and technology <p>Councillor Santos leaves at 10:28 a.m.</p> <ul style="list-style-type: none"> Could have students attending programs done by BramptonU partners as early by 2021 International universities want to open up, and having a University close to the Toronto Pearson International airport 	<p>No Action</p>
<p>12.</p>	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, February 11, 2020 at 9:00-10:30 a.m.</p>	<p>No Action</p>

13.	Motion to Adjourn Meeting: MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Rick Evans Seconded by: Grettel Comas All in favour. CARRIED. The meeting was adjourned at 10:44 a.m.	No Action
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