

: Downtown Brampton BIA Board of Directors February 11, 2020		
Date:	Tuesday, February 11, 2020	Time: 9:00 a.m.-10:30 a.m.
Location:	2 Wellington Street West, Brampton ON, L6Y 4R2 room CH-2F	
PRESENT MEMBERS:	Joe Asensio, Grettel Comas, Adriel Domingue, Rick Evans, Peeyush Gupta, Regan Hayward, Horacio Herrera, Zeeshan Majid, Carrie Percival, Kristina Romasco, Councillor Medeiros	
REGRETS:	Emma O'Malley, Councillor Santos	
ABSENT:		
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Paul Aldunate, Sabrina Chirco, Martin Finnegan	
Item:		Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:03 a.m.	No Action
2.	Declaration of Quorum: Positive	No Action
3.	Additions to Agenda: Add under item 9 the 2020 BIA awards at OBIAA conference and DBBIA sponsorship with community partnership	No Action
4.	Approval of Agenda: MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda and amended for Tuesday, February 11, 2020 be approved. Moved by: Horacio Herrera Seconded by: Adriel Domingue 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, January 14, 2020 be approved. Moved by: Carrie Percival Seconded by: Grettel Comas All in favour CARRIED	No Action
7.	Governance: <i>2020 Budget Update:</i> <ul style="list-style-type: none"> There were only two changes to the budget. The tax relief for the write off of properties for 2020, and top off for rent relief as rent has increased since the move Z.Majid and S.Godefroy will be presenting the updated budget to Council on February 19th at 7:00 p.m. in Council Chambers A.B. P.Gupta arrives at 9:06 a.m. <i>DBBIA Board of Directors Code of Conduct:</i> <ul style="list-style-type: none"> General protocol with regards to speaking in the public on behalf of BIA DBBIA reputation is being spoiled, and liability with photos being shared in the whatsapp group chat 	

	<ul style="list-style-type: none"> • If you don't report it, don't post it into the group chat • Action: Craft a Code of Conduct for DBBIA Board of Directors to follow • Action: Look at City Employee social media guideline as a reference • Action: Look at the legal department for liability with the Whatsapp group chat 	<p>K.Romasco, C.Percival, R.Hayward S.Godefroy S.Godefroy</p>
<p>8.</p>	<p>In Camera: MOTION THAT the Downtown Brampton BIA Board of Directors move into in camera be approved. Moved by: Peeyush Gupta Seconded by: Adriel Domingue All in favour CARRIED</p>	
<p>9.</p>	<p>DBBIA Team Wins: <i>Demolition in Nelson</i></p> <ul style="list-style-type: none"> • Demolition on Nelson is almost complete, hoarding will be going up soon <p>P.Aldunate arrives at 9:32 a.m.</p> <ul style="list-style-type: none"> • Plans for development for the Centre for Innovation at 8 Nelson Street, are underway • Metrolinx building being purchased by City of Brampton • 8 Nelson Street will be demolished within the next two years • Looking at hiring a consultant to do a transit study for design of new transit station and interim transit facility • Need interim transit facility before demolishing of the 8 Nelson Street building • Action: Find out how long it will take to get a Environment Assessment back for 21 Nelson Street property <p><i>BIA Tax Arbitration</i></p> <ul style="list-style-type: none"> • Motion was passed for \$61,000.00 specific ask for tax relief for 2019 • Action: Follow up with KPMG with regards to note about tax arbitration being posted for 2019 or 2020 budget <p><i>Meeting with the New CAO</i></p> <ul style="list-style-type: none"> • DBBIA Executive met with the new CAO in January. The DBBIA spoke about community safety in the downtown core, a laneway strategy, and the idea of turning the downtown into a Special Service Area S.S.A <p>Marketing & Events <i>Discover Downtown Brampton Magazine</i></p> <ul style="list-style-type: none"> • Discover Downtown Brampton magazine goes to print today, getting them next week, and will be in Pearson International Airport for March 1 • Delivering 12,000 copies to the downtown core as per usual • Still producing other magazine editions throughout the year 	<p>P.Aldunate</p> <p>Z.Majid</p>

	<ul style="list-style-type: none"> • Cost to print the Events and Tourism edition of Discover Downtown Brampton magazine was approximately \$7,800.00 • Note of appreciation to Tracy Pepe from The Scented L'air for allowing us to put the Discover Downtown Brampton magazine in Toronto Pearson International Airport <p>A.Domingue leaves at 9:46 a.m. <i>Taste of Brampton February 27- March 14, 2020</i></p> <ul style="list-style-type: none"> • Advertising has started for Taste of Brampton, contesting happening every day leading up to the event <p><i>MyDowntownBrampton Video Series</i></p> <ul style="list-style-type: none"> • Winged Whale Media is putting together a 2.5 minute promotional video highlighting Downtown Brampton and all the events the DBBIA put on • Working with Bramptonist for other mini videos of businesses for campaign, looking to have these roll out around beginning of March <p>OBIAA</p> <ul style="list-style-type: none"> • OBIAA has their annual awards at the OBIAA conference on April 20 • Opportunity for BIA's to submit applications on events they do that are outstanding and make a difference to the community • Action: DBBIA apply for the OBIAA awards • Action: Send out information out to whole board about attending the OBIAA conference <p><i>Sponsorship:</i></p> <ul style="list-style-type: none"> • Recommendations have been made regarding the 2020 Sponsorship 	<p>S.Godefroy T.Pecoskie-Schweir</p>
<p>10.</p>	<p>DBBIA Team Goals & Challenges <i>Beautification & Safe Streets Strategy & 2020 Goals:</i></p> <ul style="list-style-type: none"> • The DBBIA hosted a Fall Clean Up Day back in September 2019, will be adding a Spring clean up on April 22, 2020 • Increasing profile of BEAT patrol in the downtown, talked about having quarterly touch points, with the business community • DBBIA offers a variety of rebate programs: Planter Rebate renaming to incorporate décor as well, Clean and Safe Rebate, Music in the City, and Special Events Grant • Action: Follow up on the safety letter that was submitted to council back in June 2019 • Coffee Talk next Thursday at Wildcard from 9:00 -10:00 a.m. <p>Councillor Medeiros arrives at 9:53 a.m.</p> <ul style="list-style-type: none"> • Waiting to hear when the police station will arrive <p>P.Gupta leaves at 9:54 a.m.</p> <ul style="list-style-type: none"> • Action: Schedule of events for these goals be sent out to the Board of Directors • Mural project being added to Beautification & Safety Team • Action: Resend the documents Katarina put together on mural project 	<p>S.Godefroy</p> <p>S.Godefroy</p> <p>S.Godefroy</p>

<p>11.</p>	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • S. Godeftoy and C.Percival attended the Downtown Precinct Plan workshop on January 28, 2020. There were great ideas on how the City can redevelop andrevitalize the downtown there was the idea of bringing a market place similar to Stackt possible at the South East corner of Main Street North and Nelson Street • Peel Region is doing a pilot project on organic waste pick up, the pilot will be for Downtown Brampton and Port Credit BIA's the DBBIA will be sending out more information in e-news next week for the membership • Valentine's Day Horse and carriage rides will be taking place on Friday, February 14th, 2020 from 6:00-10:00 p.m. • Window Decorating Contest judging happening all weekend for Valentine's Day • Action: Send out Photo op for Taste of Brampton invite to the Board • Winter Business Mixer will be on February 25 at Indian Curry Express & Bar from 5:00-7:00 p.m. • The DBBIA AGM will be on Tuesday, May 26, 2020 • Working with City staff to complete phase 2 of the DBBIA move in the next month 	<p>T.Pecoskie-Schweir</p>
<p>12.</p>	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, March 10, 2020 at 9:00-10:30 a.m.</p>	<p>No Action</p>
<p>13.</p>	<p>Motion to Adjourn Meeting: MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Carrie Percival Seconded by: Grettel Comas All in favour. CARRIED. The meeting was adjourned at 10:12 a.m.</p>	<p>No Action</p>