

Meeting: Downtown Brampton BIA Board of Directors May 12, 2020		
Date:	Tuesday, May 12, 2020	Time: 9:00 a.m.-10:30 a.m.
Location:	Skype Call	
PRESENT MEMBERS:	Joe Asensio, Grettel Comas, Adriel Domingue, Rick Evans, Peeyush Gupta, Horacio Herrera, Zeeshan Majid, Carrie Percival, Emma O'Malley, Kristina Romasco, Councillor Santos	
REGRETS:	Regan Hayward	
ABSENT:	Councillor Medeiros,	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Paul Aldunate, Sabrina Chirco	
Item:		Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:15a.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, May 12, 2020 be approved. Moved by: Horacio Herrera Seconded by: Peeyush Gupta 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, April 14, 2020 be approved. Moved by: Peeyush Gupta Seconded by: Horacio Herrera All in favour CARRIED	No Action
7.	Governance: <i>Financials - Draft AFS:</i> <ul style="list-style-type: none"> • Audit conducted by KPMG was finalized by end of April, 2020 • Issued draft report - there were no issues for the audit • Overall, not a significant change in financial position compared to prior year - there was a decrease in the accumulated surplus • Statement operations - a lot of items were in line with budget except for tax adjustment number • Tax relief for 2019 impact of City purchased properties of approximately \$62,000.00 approved by Council in February 2020 will show for 2020's financial statements • Two new notes added near the end of financial statements – subsequent event section on tax relief for 2020 financial statements and for COVID-19 impact which may have some financial impacts but cannot be determined at this point in time 	

	<p>A.B.E.O'Malley arrives at 9:22 a.m.</p> <ul style="list-style-type: none"> • Other revenue on the budget is from Canada Summer jobs, Digital Main Street grants, Ladies Night Out ticket sales, and Sponsorship • KPMG has not specified breakdown of other revenue but something that can be looked into for next year's notes to the financial statements • Action: recirculate 2019 break down of other revenue <p>MOTION THAT the Downtown Brampton BIA 2019 audit financial statement as presented be approved. Moved by: Peeyush Gupta Seconded by: Horacio Herrera All in favour CARRIED</p> <p><i>Operating statements:</i></p> <ul style="list-style-type: none"> • Still on track as of March 2020 compared to budget <p><i>Proposed Date for AGM – September 15th or 16th</i></p> <ul style="list-style-type: none"> • Proposing these dates to have the DBBIA AGM in person, may have to go to virtual, tentative until we hear more from the City of Brampton and the Government 	<p>S.Godefroy</p>
<p>8.</p>	<p>DBBIA Team Wins: <i>DBBIA Virtual Spring Sidewalk Sale:</i></p> <ul style="list-style-type: none"> • Found it to be very successful, have heard lots of feedback from businesses • Sending out a survey to businesses who have participated later this week • Had over 19 businesses participate in the virtual event <p><i>Yellow Hearts Campaign:</i></p> <ul style="list-style-type: none"> • Still ongoing, have had a lot of businesses join and put a heart on there store front windows • Over 55 hearts out in the downtown <p><i>N.B. A. Dominguez arrives at 9:30 a.m.</i></p> <p><i>65 Main Street Safety Issues:</i></p> <ul style="list-style-type: none"> • Tenant has been arrested, and not able to come back to that property • The front door has been fixed by the landlord • S.Godefroy has relayed any concerns to the police about certain areas in the downtown • Fire on Queen Street West and Mill Street it is still under investigation <p><i>FOLD – Online Event April 30 – May 3, 2020:</i></p> <ul style="list-style-type: none"> • Thousands of people attended the virtual event April 30th - May 3rd the DBBIA ended up sponsoring the event for \$1,000.00, which is less than proposed amount to due to the pandemic • Action: Get numbers back from event organizer on attendance 	<p>S.Godefroy</p>

	<p><i>Coffee Talks - April 3/17/24 May 1/8:</i></p> <ul style="list-style-type: none"> Coffee Talks have been happening every Friday from 9-10:30 a.m. and have been featuring a number of downtown Brampton businesses as keynote speakers <p><i>New Businesses – The Burger Bros:</i></p> <ul style="list-style-type: none"> New business open up in the last month, The Burger Bros is located at 73 George Street South 	
<p>9.</p>	<p>DBBIA Team Goals & Challenges</p> <p><i>City of Brampton COVID-19 Economic Recovery Plan:</i></p> <ul style="list-style-type: none"> BIA will be endorsing this strategy from the City of Brampton S.Godefroy and K.Romasco have been sitting on Economic Recovery task force <p><i>Downtown Brampton Farmers’ Market:</i></p> <ul style="list-style-type: none"> City of Brampton is looking at an online market with a curb-side pick up This model is only focused on the food Potential to add in flyers from the DBBIA in Farmers’ Market boxes Region of Peel and public health need to approve proposal still <p><i>Recovery Plan for Downtown Brampton BIA businesses:</i></p> <ul style="list-style-type: none"> DBBIA had a meeting last week about retail reopening strategies, working on continuing to do social media marketing, more virtual events such as Virtual Spring Sidewalk Sale Educating the business community, of what they can do from regulations from Provincial and Federal level Template for Operational Plan, have had input from the other BIA’s to create a plan for business to reopen safely 	
<p>10.</p>	<p>Marketing & Events:</p> <p><i>Recommendations from Marketing & Events Team:</i></p> <ul style="list-style-type: none"> Recommendations to cancel Party in the Lanes July and August event, look at taking the money from that event, and putting funds to Art and Mural installations, and an online marketplace Look at seeing if there is a way to do a virtual Party in the Lanes <p>MOTION</p> <p>THAT the Downtown Brampton BIA Board of Directors cancel physical event for 2020 Party in the Lanes for July and August be approved.</p> <p>Moved by: Rick Evans Seconded by: Emma O’Malley All in favour CARRIED</p> <p><i>N.B. - G.Comas arrives at 9:43 a.m. Councillor Santos leaves at 9:52 a.m.</i></p> <ul style="list-style-type: none"> Look at creating a marketing rebate to help with businesses who don’t have an online presence, with Party in the Lanes funds Action: Collect the data of businesses downtown who have an online presence and don’t 	<p>Alex Philip</p>

	<p>Beautification & Safety: <i>Art & Murals:</i></p> <ul style="list-style-type: none"> • Mural committee have advocated and proposed to do art installations in the downtown • Spoke to landlords to place art and or a murals in certain areas • Looking at McKinney Lane, Caruso Lane, and Harmsworth Lane • Action: Sent out an email with artists in the downtown, to get costs of what they would charge, do guidelines to see what it will look like • Have not heard back from K.Darling, R.Hayward has offered to help coordinate the mural project • Need to see what is realistic, and what the DBBIA can afford • See what can be done with \$5,000.00 – 10,000.00 budget • McKinney lane could have art installed similar to Vivian Lane. There are lots of local art to choose from i.e. Live art Competition • Action: come back with numbers to make some decisions <p><i>Downtown Lamppost Banners:</i></p> <ul style="list-style-type: none"> • Working with the City of Brampton in the winter for banners, there was a meeting with the designer before COVID-19, he has sent over a third draft of the designs now • Action: Send design work to Marketing & Events Team and Board of Directors • There are more modifications that need to be done from the current designs just sent over • Action: Find out more info from printing and installation process • Need to have it booked soon <p><i>Planters & Hanging Baskets:</i></p> <ul style="list-style-type: none"> • Should be up by end of May or early June • Allocating resources to help get the job done 	<p>S.Godefroy</p> <p>S.Godefroy</p> <p>S.Godefroy</p> <p>P.Aldunate</p>
<p>11.</p>	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • Details have not be released for guidelines for the Canada Emergency Commercial Rent Assistance program (CECRA) • Feedback so far is that landlords are awaiting on details of the program • DBBIA has an operation plan for staff to follow, will bring it back to executive committee for further review • S.Godefroy had a call with representative about LRT and Environment assessment before COVID-19, will touch base to see if there is any more feedback • New branding for George Street from Economical development Dept. for the Innovation District on George Street featuring the Cybersecurity Catalyst, Centre of Innovation, RIC, and Brampton Entrepreneur Centre • Looking to activate the downtown by advertising through street banners 	

	<ul style="list-style-type: none"> • The City of Brampton needs to find a temporary transit terminal first before starting to work on Centre of Innovation • Before COVID-19 the City of Brampton anticipated that 76 Main St would be teared down this year, it has been put on hold due to the pandemic, and looking at 2021 for the tear down • If it is not being teared down, is there any way to make it look not abandoned, able to put artwork on the windows • Action: Take advantage of putting advertisement on the windows of old Heritage Theatre • Wendel Clark is now empty, and a few interested parties are interested in taking over that space • Police reporting station on George Street, everything has been put on hold • Action: Reach out to Supt Mckenna, and update the Board of Directors • No update on the old CIBC old building there are a number of parties interested in the location 	<p>S.Godefroy & P.Aldunate</p> <p>S.Godefroy</p>
<p>12.</p>	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, June 9, 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: Horacio Herrera Seconded by: Carrie Percival All in favour. CARRIED. The meeting was adjourned at 10:12 a.m.</p>	<p>No Action</p>