

Meeting: Downtown Brampton BIA Board of Directors June 9, 2020		
Date:	Tuesday, June 9, 2020	Time: 9:00 a.m.-10:30 a.m.
Location:	Skype Call	
PRESENT MEMBERS:	Grettel Comas, Adriel Domingue, Rick Evans, Peeyush Gupta, Regan Hayward, Zeeshan Majid, Emma O'Malley, Carrie Percival, Kristina Romasco, Councillor Santos	
REGRETS:		
ABSENT:	Horacio Herrera, Councillor Medeiros	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Paul Aldunate	
Item:		Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:11 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, June 9, 2020 be approved. Moved by: Carrie Percival Seconded by: Regan Hayward 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, May 12, 2020 be approved. Moved by: Carrie Percival Seconded by: Adriel Domingue All in favour CARRIED	No Action
7.	Governance: <i>April Operating Statement:</i> <ul style="list-style-type: none"> • Everything is still align with the budget • The DBBIA spending is lower due to COVID-19 • \$4,000.00 of moving costs were reimbursed by the City of Brampton, and will show in the May statements A.B.R.Evans arrives at 9:13 a.m. <ul style="list-style-type: none"> • Utility costs are higher than expected, S.Godefroy is working with landlord on an agreement A.B.G.Comas arrives 9:14 a.m. <ul style="list-style-type: none"> • DBBIA was not paying utilities at the old location, as it was a city rented facility <i>Board Vacancy:</i> <ul style="list-style-type: none"> • JN Realty is no longer in downtown Brampton, and J.Asensio's board seat is available 	

	<ul style="list-style-type: none"> • There are a few options that can be done, we can go back to the board election last year and go with the next runner up, do a call out to membership, or leave the seat empty • S.Godefroy recommendation is to go back to the elections last year <p>MOTION THAT the Downtown Brampton BIA Board of Directors go back to the DBBIA Board elections runner up to fill the DBBIA Board of Directors vacancy be approved. Moved by: Grettel Comas Seconded by: Emma O’Malley All in favour CARRIED Action: Get in touch with the runner up from the DBBIA Board elections to fill the vacancy spot</p>	S.Godefroy
8.	<p>DBBIA Team Wins: <i>ShopHERE Brampton Businesses:</i></p> <ul style="list-style-type: none"> • A lot of businesses have participated in DMS program, and this helps a lot of businesses get a free website, and a digital presence • Had a coffee talk with BEC last Friday about this program and the small business Accelerator program, focused on recovery during this time • Action: Send out a summary of hashtags to use to shop local, mydowntownbrampton <p><i>Brampton Small Business Accelerator:</i></p> <ul style="list-style-type: none"> • Can be applied to, through BEC applications are open until June 12, 2020 <p><i>Parking in Downtown Brampton- George Street & Nelson Parking Garages:</i></p> <ul style="list-style-type: none"> • Two parking lots are currently open • Create some sort of picture to promote free parking in downtown • Parking is free in garages and surface lot, until pandemic is over <p><i>Canada Summer jobs for 2020:</i></p> <ul style="list-style-type: none"> • DBBIA office received two positions one for social media marketing assistant and a downtown cleaner <p><i>Support Local- City of Brampton Marketing Campaign:</i></p> <ul style="list-style-type: none"> • The City of Brampton has Supportlocal campaign ongoing where you can on the website and download social media tiles for businesses to use 	S. Godefroy
9.	<p>DBBIA Team Goals & Challenges <i>Downtown Brampton Road Repair Work:</i></p> <ul style="list-style-type: none"> • Construction started happening late last night, not difficult to get around, not much blockage on the sidewalks, everything is still accessible <p><i>Safety in Downtown Brampton:</i></p> <ul style="list-style-type: none"> • There was a man found deceased in one of the port-o-potties by the Rose Theatre on Friday, May 29, 2020 • S.Godefroy has reached out to Supt. McKenna, and it is under investigation and not a homicide 	

	<ul style="list-style-type: none"> • The DBBIA had requested back in early May to have them moved into more public areas, the one in Diplock Lane, just moved last Friday • Safety meeting this Thursday from 9:00-10:30a.m. • Concern with individuals riding their bikes on the sidewalk, • There needs to be communicating with pedestrians with regards to cycling safety • Councillor Santos is working with cycling community to do some education and outreach on this topic • Action: Once there is communication that can be shared this, share to BIA members and the community • There was a Council update on a pilot program related to sharps containers in public locations in the downtown • This pilot program will be looked after by the Region of Peel • The public locations are: 8 Nelson St, the Four Corners Library near the main entrance, 16 John St, Harmsworth Lane, Vivian Lane, and McArter Lane, one in three of the parking garages, and Regeneration Outreach and Regeneration thrift store on Queen St • Action: Share pictures to the Board of Directors • Action: Add Sharps Pilot Program to agenda for Safety this Thursday <p>Marketing & Events:</p> <p>Welcoming Summer virtual events:</p> <ul style="list-style-type: none"> • Running a virtual sale similar to the spring sidewalk sale from June 15-20 to promote summer promotions leading up to Father's Day • The DBBIA has cancelled physical events due to COVID-19, and working on virtual events for the summer time <p>Instagram Live Series:</p> <ul style="list-style-type: none"> • A.Philip interviews different businesses on Instagram • Sending this out in the e-news, if you or your neighbours want to participate or share anything email A.Philip <p>Marketing & Event Reports:</p> <ul style="list-style-type: none"> • Agency Analytics social media report for the Taste of Brampton and the last Virtual Spring Sidewalk Sale • Organic searches, anything related to downtown Brampton the DBBIA is normally one of the top searches • Higher female following than males, need to work on consumer engagement with DBBIA Facebook • During the Virtual Spring Sidewalk Sale worked with a marketing SEO company to create Google ads and that helped increase followers, and searches • Action: email these marketing reports out to Board of Directors • Marketing report from Taste of Brampton, is missing some metrics from the Bramptonist, but the numbers are comparable the numbers are lower than last fall Taste of Brampton 	<p>S.Godefroy</p> <p>P.Aldunate S.Godefroy</p> <p>T.Pecoskie-Schweir</p>
--	---	--

	<ul style="list-style-type: none"> • COVID-19 started affecting the numbers near the end of this Taste spent over \$8,400 on this event, which featured the marketing materials and design fees • Still under budget • Under 5.5 million impressions for winter 2020 Taste of Brampton <p>Recovery Planning for Downtown Brampton BIA businesses:</p> <p><i>DBBIA Street Banners:</i></p> <ul style="list-style-type: none"> • Received a survey recently on banner designs from two local design companies in the downtown • Marketing and Events Team agreed on yellow and black concept • The ones from the City were not what DBBIA had in mind with the creative brief, and reached out to other designs in the downtown <p><i>Downtown Brampton Art & Mural Installation:</i></p> <ul style="list-style-type: none"> • Cancelled a number of events due to COVID-19 the Marketing and Events Team has suggested using some of those funds to create art installations and murals in the downtown • Looking at McKinney Lane for an art installation for six pieces and installation would be under \$5000.00 • The recommendation is to go forward with this installation • Mural coordination project to do a call to artists cost would be around \$3,080.00 and estimate for supplies around \$5,000.00 approximately \$8,000.00 to do a mural in the downtown • Action: Put together a document of how much an art and mural installation would cost • Action: Send this out a meeting invite to V.Mountain at the City of Brampton to join the Beautification & Safety meeting this Thursday and circulate these ideas to her <p>MOTION THAT the Downtown Brampton BIA Board of Directors approve the art production and installation of up to \$5,000.00 for McKinney Lane be approved. Moved by: Grettel Comas Seconded by: Rick Evans All in favour CARRIED</p> <p><i>Downtown Brampton Covid-19 Marketing Rebate:</i></p> <ul style="list-style-type: none"> • The DBBIA is in the recovery phase, and have been looking at ways the DBBIA can support the businesses K.Romasco put together a marketing rebate proposal • The rebate will cover marketing costs of up to 50% of \$250.00 per business • The Marketing campaign must include Downtown Brampton • The campaign will start from June 15- September, 2020 • It will be based of a first come and first serve basis 	
		<p>S.Godefroy</p> <p>S.Godefroy</p>

	<ul style="list-style-type: none"> • A committee will decide and full budget must not exceed \$10,000.00 and if there is still a budget remaining businesses can reapply • The money will come from the Party in the Lanes budget, and businesses will need to fill out applications and submit receipts • Marketing can be done through printing flyers, boosted posts, Google ads, etc. <p>MOTION THAT the Downtown Brampton BIA Board of Directors approve the Marketing Recovery Rebate Proposal be approved. Moved by: Peeyush Gupta Seconded by: Grettel Comas All in favour CARRIED <i>Recovery & Reopening Plan – Timelines/marketing and communications</i> <i>Outdoor patios in downtown:</i></p> <ul style="list-style-type: none"> • S.Godefroy suggests creating a proposal to take back to the City of Brampton of a number of different recovery strategies that could help the downtown core • The DBBIA cancelled a number of summer events • One of the ideas to transform Main St and Queen St into a summer piazza by closing the streets for a period of time i.e. Friday –Sunday • Another item is to launch a patio program with the downtown restaurants / café/ and retail and have the City of Brampton wave all patio fees, and help them with licensing requirements • Look at launching a market place with activations with the businesses from 9:00 a.m.-1:00 p.m. • Have decorative floral planters, picnic tables, and patio furniture with road closures • Social distancing circles • Lastly have City of Brampton allow businesses to display a-frames and wave the fees • Hopefully launching all of these items beginning of July • Have the City of Brampton make public what the City is doing to keep the downtown clean • These are all recommendations to make to the City of Brampton to help the businesses during recovery • Create communication a head of time, to help give more advance notice <p>Councillor Santos leaves at 10:32 a.m.</p> <ul style="list-style-type: none"> • Decide if we should propose this proposal to Council as it stands and then work out the details • Advocate of closing all of or part of the Downtown Brampton for Main St and/or Queen St over the summer to assist with increasing the outdoor dining areas for the restaurants and cafes. <p>R. Hayward leaves at 10:34 a.m.</p> <p>MOTION</p>	
--	--	--

	<p>THAT the Downtown Brampton BIA Board of Directors amend proposal to include all of or part of the Downtown Brampton be approved. Moved by: Peeyush Gupta Seconded by: Grettel Comas All in favour CARRIED</p> <ul style="list-style-type: none"> • Action: Send out updated amendment document to Board of Directors and the Executive report <i>COVID-19 Recovery Planning tools: Business Preparedness Overview, webinars on reopening, government programs, social distancing sidewalk stickers and the DBBIA COVID 19 Business Survey:</i> • Did not discuss 	S.Godefroy
10.	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • Did not discuss 	
11.	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, July 14, 2020 at 9:00-10:30 a.m.</p>	No Action
12.	<p>Motion to Adjourn Meeting: MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Rick Evans Seconded by: Carrie Percival All in favour. CARRIED. The meeting was adjourned at 10:41 a.m.</p>	No Action