

Meeting: Downtown Brampton BIA Board of Directors July 14, 2020		
Date:	Tuesday, July 14, 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, Ryan Lynn	
Item:		Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:06 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, July 14, 2020 be approved. Moved by: Carrie Percival 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, June 9, 2020 be approved. Moved by: Carrie Percival Seconded by: Peeyush Gupta All in favour CARRIED	No Action
7.	Governance: <i>Operating statement:</i> <ul style="list-style-type: none"> Everything is still aligned, under in a lot of items are under budget due to COVID-19 <i>AGM Update- September 15th or 16th:</i> <ul style="list-style-type: none"> Need to create a team to help plan the DBBIA AGM meeting in September, need to create a few contingency plans for the AGM depending on what Peel Region will be in at that time When Peel Region is able to enter stage three, the DBBIA would be able to have an event with 50 people indoors, or 100 people outdoors Could have a large tent, and have the meeting gather outdoors Action: Set up a planning meeting at the end of July to start organizing the DBBIA AGM 	S.Godefroy

	<ul style="list-style-type: none"> • The BIA’s recovery motion in June was revolved around creating more parkettes and patio spaces for all and/or parts of the downtown and was discussed at the June meeting -- with the understanding that the City could not host the Farmers’ Market. • There were a few statements from individuals in the BIA who thought the BIA endorsed this Queen street road closure for the Farmers’ Market • On the flip side, the BIA also heard from other businesses who welcomed the Queen Street road closure, and that the market was opened up to the whole downtown. • The DBBIA and City did their best to help promote, and help all the businesses in the downtown given the short turn-around time • With such a quick turn around, there was not a lot of Communications. • There is also a new director in charge of planning the Brampton Farmers’ Market this year <p>MOTION</p> <p>THAT the Downtown Brampton BIA Board of Directors have a DBBIA Board of Director representative sit on the Brampton Farmers’ Market planning committee be approved.</p> <p>Moved by: Carrie Percival</p> <p>Seconded by: Regan Hayward</p> <p>All in favour</p> <p>CARRIED</p> <ul style="list-style-type: none"> • There was multiple emails from Queen Street East businesses, that were sent to the Mayor, J. Tamming, and the Councillors • Which all the emails this prompted one on one conversations with Councillors, Mayor and City staff, which resulted in Queen Street being opened back up to road traffic • There was a proposal in the past few weeks, to create a piazza feel to close the roads that came from the DBBIA that was brought forward from Councillor Medeiros in Council • The DBBIA was not part of the planning of the Brampton Farmers’ Market • There were a lot of miscommunication, and defamatory statements and accusations towards the DBBIA organization, staff and board members about this Queen Street road closure for the Farmers’ Market • If motions are being brought to Council going forward, the DBBIA will need to make sure the motion is made clearer and not open to interpretation <p><i>Outdoor dining spaces in the downtown:</i></p> <ul style="list-style-type: none"> • Thank you to the City of Brampton staff, for putting together a patio program for all of Brampton businesses • There is approximately 10 patios in the downtown to date • There was also a group of businesses on Main Street South, who are interested In putting together a large patio footprint from 	
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	<p>Queen Gypsy to Harmsworth Decorating, taking up the existing parking spaces but no road closure.</p> <ul style="list-style-type: none"> • They have reached out to the DBBIA to seek help with implementing and expediting this large patio/parkette project • The DBBIA has submitted an application on behalf of those business, to the Downtown Brampton Building Improvement Program to help with the costs of building a large patio • Businesses on Main Street South have asked the DBBIA for support this project as well • Current cost would be approximately \$1,600.00, of which 50% of costs would be covered through the Building Improvement Program, 25% from the DBBIA, and 25% from a collection of the businesses involved • If this goes through, might be able to do this in other areas in the downtown • The DBBIA is doing this to help assist the businesses during COVID and would be existing for the whole downtown area. <p>R. Lynn arrives at 9:55 a.m.</p> <ul style="list-style-type: none"> • Action: Find out if the DBBIA has any liability or risk by applying to the Downtown Brampton Building Improvement Fund • With the Main Street South large patio there is one clarification the City of Brampton staff, is waiting on from those businesses to confirm before being able to proceed • If this program gets approved, it should be able to be extended to the rest of the downtown • It is recommend that the DBBIA Board of Directors support other downtown Brampton businesses patio/ parkette projects • Put a call out to the membership, and have businesses submit applications alike the businesses on Main Street South • Funding would be no more than \$1000.00 per patio project from the DBBIA budget, which could come out of the Party in the Lanes and sponsorship funds <p>Z.Majid leaves at 10:02 a.m.</p> <p>MOTION</p> <p>THAT the Downtown Brampton BIA Board of Directors support a patio program up to \$1000 per project, up to three patios in the downtown for up to a maximum of \$3,000 contributed by the BIA, and that a representative from the downtown BIA be consulted and involved in the plan/implementation of the project design be approved.</p> <p>Moved by: Emma O'Malley Seconded by: Carrie Percival All in favour CARRIED</p> <p><i>McKinney Lane Art Work Installation:</i></p> <ul style="list-style-type: none"> • The art installation in McKinney lane is being treated as a mural, and is going to Council on Monday, July 27, 2020 	<p>S.Godefroy</p>
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	<ul style="list-style-type: none"> • S.Godefroy needs to fill out an application to help with this report going to Council • DBBIA has art work from the Live Art Competition lined up to go in McKinney Lane to help brighten it up • DBBIA has sent overview to City of Brampton with the design of McKinney Lane with the art work in it, to see how it would look • The cost for printing and installation is approximately \$5,000.00 • Looking to moving forward with the installation in August, 2020 <p><i>Recovery Program Update:</i></p> <ul style="list-style-type: none"> • A letter was endorsed at Council, looking at closing parts of the downtown for patios and parkette's, as well as the possibility of a Downtown Brampton Marketplace community events • Nothing has happened re: Downtown Brampton Marketplace due to concerns with the Queen Street road closure concerns at the Brampton Farmers' Market on June 27, 2020 • Action: BIA staff will send out the recovery proposal presentation to the Board of Directors after this meeting <p><i>Banners/ Hanging Baskets & Planters:</i></p> <ul style="list-style-type: none"> • The street banner have a tentative date to be installed on Sunday, July 19, 2020 • The hanging basket currently up in the downtown - with the exception of Main Street North (Queen to Nelson) – there are no hanging baskets. • Action: Looking into getting planters on the street being installed, and getting hanging baskets on Main Street North on the West side, 	<p>S.Godefroy</p> <p>P.Aldunate</p>
<p>9.</p>	<p>DBBIA Team Goals & Challenges</p> <p><i>Outdoor Dining Destinations & Patio Applications:</i></p> <ul style="list-style-type: none"> • Discussed earlier in this meeting <p><i>Region of Peel Water Main Repair Work:</i></p> <ul style="list-style-type: none"> • There is a meeting following the Board of Director's with J. Holmes and A.Parente to discuss the water main repairs in the downtown <p><i>Downtown Brampton Flood Plain Environmental Assessment:</i></p> <ul style="list-style-type: none"> • The Floor Plain Environment is open to anyone to review, and comment until beginning of August • The DBBIA has sent this information out to membership twice via the BIA Member e-News. • The BIA received a notice about this in the mail aswell. <p><i>LRT Extension Virtual Open House:</i></p> <ul style="list-style-type: none"> • LRT has a Virtual Open House online till July 21,2020 • This is an opportunity for residents and downtown businesses to give input on the LRT. • There are a lot of survey's out from the City of Brampton to be completed, for businesses and consumers to give their input and feedback on upcoming projects • Meeting tomorrow am for DBBIA board to discuss LRT Extension 	

	<p><i>Downtown Precinct Plan:</i></p> <ul style="list-style-type: none"> • Y.Young from the City of Brampton has reached regarding the Urban Design departments workshop (pre COVID-19) re: Unlocking the Potential for Downtown Brampton from a building, investment and development perspective. • Action: Set up a meeting following the August DBBIA Board of Director’s meeting to follow up on the Downtown Brampton Precinct Plan with Yvonne Yeung & team <p><i>DBBIA COVID- 19 Survey Results:</i></p> <ul style="list-style-type: none"> • The DBBIA has received the results from the COVID-19 survey, and sent it out in the Board Package • Had a total of 43 respondents, one part of the survey asked businesses to rate a number of proposed recovery programs • There was an appetite from the business community to do a downtown market place either on a Friday, or Sunday • Complimentary parking is already being implemented by the City of Brampton • Businesses had a definite concern with ATM’s cleanliness • DBBIA and City need to have a collective communication on the cleaning process with regards to COVID-19 • Action: Send out a one page executive summary of the recovery programs results 	S.Godefroy
10.	<p>Marketing & Events:</p> <p><i>Party in the Lanes Update:</i></p> <ul style="list-style-type: none"> • T.Pecoskie-Schweir has put together a report with quotes from multiple organizations, to put on a decent virtual event vs. putting the money towards other initiatives • There was recommendations from the board members who sit on the Marketing and Events Team, to leverage the monies from Party in the Lanes towards a stronger marketing campaign for the whole downtown core • There is a planning meeting set in August for holiday programming • The virtual Party in the Lanes event would have showcased 10-12 business with a 15 minute segment, and have musical performances • It is not fair to only showcase a certain number of businesses, and feel the money would be better off supporting a Downtown Summer campaign • The DBBIA currently has spent \$2,000.00 in funding for virtual Welcome Summer event in marketing <p>MOTION THAT the Downtown Brampton BIA Board of Directors cancel Virtual Party in the Lanes event for 2020 be approved. Moved by: Carrie Percival Seconded by: Emma O’Malley All in favour CARRIED</p>	

	<p><i>Downtown Brampton Dining Alfresco Style:</i></p> <ul style="list-style-type: none"> • DBBIA marketing plan to promote patios and outdoor dining • Action: Share the marketing plan to the board when it is completed <p><i>Instagram Live Series:</i></p> <ul style="list-style-type: none"> • Instagram Live Series is still ongoing • If Board of Directors, or your neighbours would be interested in participating contact A.Philip <p><i>Marketing & Events Report- Sidewalk Sale Marketing Report, Participation Survey & Agency Analytics:</i></p> <ul style="list-style-type: none"> • The Board of Directors are looking for more specifics to be reporting on with regards to engagement, how many businesses participated in events, who the DBBIA partnered with to promote event, or campaign ex. InBrampton, and the costs • If there are any other metrics you would like reported on, please reach out to A.Philip 	A.Philip
11.	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • Action: Email Executive Report after this meeting • DBBIA has been doing a regular Virtual Coffee Talks every Friday morning • Recently discussed the DBBIA rebate programs, businesses can take advantage of • Reach out to your neighbours about these programs: Floral and Decorative, Clean and Safe, and Marketing Recovery Rebate • This Friday's Coffee Talk will focus on the mandatory masks in the workplace • The DBBIA received grant to hire for two positions through the Canada Summer Jobs program • Looking at a social media assistant, and a Downtown Cleaner, this individual would help clean the private properties in the downtown • Downtown Development & Capital Projects is being resurrecting R.Evans was the previous Chair and will continue to Chair this committee • R.Evans is tasked with putting together a list of committee members • Ryerson students have sent a proposal to help activate and engage the downtown • Waiting on Ryerson to send over a budget or costs at this time • Action: Look into clarification for mask exemptions 	S.Godefroy
12.	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, August 11, 2020 at 9:00-10:30 a.m.</p>	No Action

13.	Motion to Adjourn Meeting: MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Carrie Percival Seconded by: Emma O'Malley All in favour. CARRIED. The meeting was adjourned at 10:32 a.m.	No Action
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