

Meeting: Downtown Brampton BIA Board of Directors August 11, 2020		
Date:	Tuesday, August 11, 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, Kristina Romasco, Councillor Santos	
REGRETS:	Carrie Percival	
ABSENT:	Horacio Herrera, Councillor Medeiros	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	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, August 11, 2020 be approved. Moved by: Councillor Santos 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: Make the amendment of parts to the word parks under Item number 8 on page 5. MOTION THAT the Downtown Brampton BIA Board of Directors amended meeting minutes for Tuesday, July 14, 2020 be approved. Moved by: Regan Hayward Seconded by: Rick Evans All in favour CARRIED	No Action
7.	Governance: <i>Operating statement:</i> <ul style="list-style-type: none"> • Nothing specific to point out, DBBIA budget is still on track • Starting to work on the DBBIA 2021 budget, will need the Board of Director's approval by end of September or early October • Budget workshops this Thursday, August 13, 2020, with two more scheduled for the following Wednesday's of August <i>AGM Update- October 6th or 7th:</i> <ul style="list-style-type: none"> • Proposing a new date for the AGM for either October 6 or 7, 2020 • Looking for a new location to host the AGM in the downtown • Constitution states that the AGM needs to be hosted in the BIA boundaries 	

	<ul style="list-style-type: none"> • Patio Rebate will only be available till September 30, 2020 • It could be a budget discussion, to decide if this is something that should be carried into 2021 or not <p>MOTION</p> <p>THAT the Downtown Brampton BIA Board of Directors support the DBBIA Patio Rebate proposal. Which will help cover costs for patio supplies, furniture, of 50% costs up to \$200.00 per business during the period of May 15- Sept 30, 2020. Funds will be available on a first come first serve basis funding to be determined by the DBBIA Executive Director and Treasurer, and reported back next meeting. Patio Rebate is not to exceed the full budget of \$2,000.00 be approved.</p> <p>Moved by: Rick Evans Seconded by: Peeyush Gupta All in favour CARRIED</p> <p>R.Lynn arrives at 9:33 a.m. <i>McKinney Lane Art Work Installation, Lamp post banners, I Heart Main Street:</i></p> <ul style="list-style-type: none"> • Main Street North on the west side of the street, had no banners and no flowers, horticultural department installed flowers on all lamp posts, now it is all flowers and no banners • Staff report went to council last Wednesday with regards to the artwork in McKinney Lane, which was approved • Looking at installing 8 art pieces in McKinney lane • Working with Print Three to finalize the art pieces and have them ready for production • S.Godefroy has a meeting later today with Print Three, and will be able to get the timeline for installation • Need to power wash and repaint McKinney lane first before installing artwork • Will spend around \$5,000.00 for production and installation • BIA sent a letter of correspondence to Council with partnership of Ryerson in creating art installations throughout the downtown • Ryerson is opening on September 9th, 2020 • Ryerson has hired contractors to do art work for Ryerson properties • Ryerson is looking to do mural art works, on store front windows vinyl, and activate certain City properties with retail pop-ups • Ryerson is asking BIA to help move these projects forward • There are items such as waiving rent associated with this letter that has to be reviewed. Has to wait till next council meeting • R.Lynn is working on responding to the BIA's correspondence letter for September council • That are some competing interest in some of the properties, stated in the letter 	
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	<ul style="list-style-type: none"> Ryerson is moving forward in the artwork in the Ryerson properties, if any businesses who are interested in private properties can reach out to the BIA <p>P.Gupta left at 9:47 a.m.</p> <ul style="list-style-type: none"> For future reference when BIA has an idea, send it to Council to get a report done, include how much it is going to cost 	
<p>9.</p>	<p>DBBIA Team Goals & Challenges</p> <p><i>Outdoor Patio's:</i></p> <ul style="list-style-type: none"> Discussed earlier <p>Art installations in McArter Lane and on the windows of City owned properties:</p> <ul style="list-style-type: none"> Discussed earlier <p><i>Ryerson Partnership - Fall 2020:</i></p> <ul style="list-style-type: none"> The BIA has been working with Ryerson's Urban Planning students through Yvonne Yeung's team, they put together a report of reactivating downtown Brampton The DBBIA has been working with Usha Srinivasan from Ryerson Venture Zone Working with the Urban Planning students this fall to be able to implement items for this winter Working on strategies to make the downtown more vibrant specifically during the winter time Working more towards business strategies <p><i>Downtown Precinct Plan:</i></p> <ul style="list-style-type: none"> Meeting today with Yvonne Yeung with her team on the Precinct Plan following this meeting <p><i>DBBIA COVID 19 Survey Results - Executive Summary:</i></p> <ul style="list-style-type: none"> Two page executive summary of the business survey done in May about COVID-19 <p>A.P.Gupta arrives at 9:58 a.m.</p> <ul style="list-style-type: none"> Had 43 respondents fill out the survey, and majority were able to talk to their landlords about special agreements, and very few were worried that they would be evicted Many businesses lost 50-75% of revenue in the spring, and they are still in a fragile state Restaurants have been the hit the hardest, hair salons are starting to get back on track Most of the businesses received some type of government support Not too many businesses have left the downtown during COVID-19 On the last page there were recovery ideas to support the businesses S.Godefroy has listed from the most to least important, most from the ratings, and highlighted the ones that have been already implemented Not enough uptake to close roads, and have not applied that <p>A.Domigue leaves at 10:02 a.m.</p>	

	<p><i>Downtown Revitalization Fund Update:</i></p> <ul style="list-style-type: none"> • The province provided an extension to all municipalities who had not yet spent the revitalization money. The new deadline is October 31st, 2020 • The shipment of our lighting materials for Garden Square has been delayed. The contractor is now expecting the shipment within the next two weeks • The Garden Square team will work with the contractor to start work on the project as soon as they receive materials. • As soon as there is a confirmed delivery date S.Scott and R.Lynn will work with the contractors and the BIA to organize working days for fixture removal and installation • On a number of Ryerson's proposals for downtown activations, staff may be able to leverage revitalization money for things such as artwork for windows on public property, etc. • This will be laid out in staff report to council in response to BIA's correspondence on Ryerson requests • P.Aldunate and R.Lynn have been working with the Parks and Horticulture staff on options for using revitalization funding for purchasing new large planters for the downtown • The conditions of the fund allow the City to purchase physical assets, but not fund the ongoing maintenance of said assets • R.Lynn and P.Aldunate are coordinating with the Parks staff to make sure they have capacity and budget to maintain appropriately • P.Aldunate has been working with R. Gasper on new planters for the McMurchy property that falls within the BIA boundary 	
<p>10.</p>	<p>Marketing & Events:</p> <p><i>Summer Update:</i></p> <ul style="list-style-type: none"> • Endless summer in downtown Brampton is a in- person and online sidewalk sale at the end of August • Creating video segments to promote the health care, patio, and retail • Working with Transit to do marketing on buses <p><i>Taste of Brampton:</i></p> <ul style="list-style-type: none"> • Running from October 15-29, 2020 • There was a planning meeting with past and potential new businesses on July 30, 2020 • Working with a focus group with Taste of Brampton consumer participants • A.Philip set out a survey to get consumers information, on how the Taste of Brampton can be approved on for the fall • Sent out a call out for restaurants to sign up <p><i>Holiday Planning:</i></p> <ul style="list-style-type: none"> • Had a meeting last week, and next follow up meeting is tomorrow • Getting back on track with regular operations <p><i>Marketing & Event Reports - Survey's & Social Media - June & July 2020:</i></p>	

	<ul style="list-style-type: none"> • Social media analytics throughout the summer • Google rankings are doing well • There is a bounce rate to the website, need more items for individuals to click on when they enter the DBBIA website • Breakdown on demographics on Facebook is more of an older and female demographic • Organic posts have been getting better numbers and engagement with consumers • Suggestion to incorporate items that will lead to the City of Brampton website • Look at adding the precinct plan onto the website • Action: Bring it back to Marketing & Events Team about adding more City of Brampton information to the DBBIA website 	
11.	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • No coffee talk this week, had one last Friday on Peel Region going into Stage 3 • Will only have two Coffee Talks in August, and will have one every Friday in September • The DBBIA has hired someone for the Canada Summer Jobs Community Engagement and Social Media Coordinator position • Canada Summer Jobs have extended the work period to end of the year. Samantha starts this week, and will be here until November, and she will be working 21 hours a week • Have another interview for the Downtown Clean Team Coordinator • The City of Brampton have done virtual Nurturing Neighbourhood walks, they are planning to do another one in the area of downtown that was not covered last year • Action: Ask staff if they have a date chosen for the downtown Nurturing Neighbourhood Walk 	
12.	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, September 8, 2020 at 9:00-10:30 a.m.</p>	No Action
13.	<p>Motion to Adjourn Meeting:</p> <p>MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Rick Evans Seconded by: Regan Hayward All in favour. CARRIED. The meeting was adjourned at 10:26 a.m.</p>	No Action