

Meeting: Downtown Brampton BIA Board of Directors September 8, 2020		
Date:	Tuesday, September 8, 2020	Time: 9:00 a.m.-10:30 a.m.
Location:	Skype Call	
PRESENT MEMBERS:	Grettel Comas, Rick Evans, Peeyush Gupta, Regan Hayward, Horacio Herrera, Zeeshan Majid, Emma O'Malley, Carrie Percival, Kristina Romasco,	
REGRETS:	Adriel Domingue, Councillor Santos	
ABSENT:	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 9:14 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, September 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, August 11, 2020 be approved. Moved by: Emma O'Malley Seconded by: Carrie Percival All in favour CARRIED	No Action
7.	Governance: <i>Operating statement:</i> <ul style="list-style-type: none"> \$2,000.00 for the Patio rebate will come from Party in the Lanes budget A.H.Herrera arrives at 9:21 am <i>AGM Update- October 27th:</i> <ul style="list-style-type: none"> There has been a new date proposed for the AGM Z. Majid and S. Godefroy had a meeting with P.Fay, about hosting the AGM in Council chambers The new date would be Tuesday, October 27, 2020 from 5:30-7:30 p.m. The meeting would be in person, and live streamed similar to Council meetings Businesses who would like to participate virtual, will have a protocol, and have it similar to how Council is being facilitated 	

	<ul style="list-style-type: none"> • The DBBIA will need to have registrations, and make sure individuals participate • Need to have 20 businesses join the AGM that is not on the Board • The City of Brampton staff will help with the live stream component • Action: Send out a meeting invite for the AGM into the Board’s calendars <p>Motion: That the Downtown Brampton BIA board of directors formally approve with proceeding with the Downtown Brampton BIA Annual General Meeting on Tuesday October 27, 2020 from 5:30 -7:30 p.m. at the City of Brampton Council Chamber in the format of a hybrid meeting (in-person and virtual/live streamed meeting) due to COVID-19 and as per the guidelines under the Ontario Municipal Act.</p> <p>Moved by: Rick Evans Seconded by: Peeyush Gupta All in favour CARRIED</p>	<p>T.Pecoskie-Schweir</p>
<p>8.</p>	<p>DBBIA Team Wins:</p> <p><i>Endless Summer Sidewalk Sale:</i></p> <ul style="list-style-type: none"> • Third summer sidewalk sale went from August 24-29, 2020 <p>R. Lynn arrives at 9:29 a.m.</p> <ul style="list-style-type: none"> • There was a lot of social media posts, from the BIA and social media influencers • A lot of businesses suggested the best day for sales throughout the week was at the Farmers’ Market • There is currently an event survey out right now for the businesses <p><i>Stronger Together Downtown Brampton Videos:</i></p> <ul style="list-style-type: none"> • Three videos have been posted on social media with regards to restaurants, hair and beauty, and retail • For the videos the BIA did a call out to mass membership and followed up with emails, it was a first come, first serve basis <p><i>Canada Summer Job Program:</i></p> <ul style="list-style-type: none"> • E.Nielsen the downtown cleaner was brought on in mid August. He works 10:00 a.m.- 2:00 p.m. Monday to Friday • He is currently helping sweep the downtown sidewalks, cleaning weeds, lampposts, and painting McKinney Lane • Assisting with various cleaning projects for the public realm • Working in partnership with the City of Brampton cleaning staff • The DBBIA is looking into purchasing a power washer to clean the sidewalks • S.Loyer has been hired on as the Social Media Coordinator, helping A.Philip with marketing and social media content • Both students will be on board part time till November, as Canada Summer Jobs has been extended until February • Canada Summers Job is a federal grant, the DBBIA received approximately \$11,000.00 towards both part time students 	

	<p><i>Pop-up Patios on Main Street North:</i></p> <ul style="list-style-type: none"> • Two patios installed this past Friday on Main Street North • Back in July the BIA had a meeting with Y.Yeung from the Urban Design team at the City of Brampton, followed with a few other meetings with New Brampton • Pop up patios are direct result from recovery plan for the downtown • Pop up patios are a pilot project, located in front of City own properties: 70 Main Street North and 36 Main Street North • The patios didn't go in-front of public businesses, to avoid favouring one business over another, or affect curbside pick up • The City of Brampton will be monitoring these spaces <p><i>P.Aldunate arrives at 9:43 a.m.</i></p> <ul style="list-style-type: none"> • The patios look good, need to promote the patios to have more people using them • The City of Brampton had a full team effort to put together pop patios in a quick turnaround • The BIA continues to promote these beautiful patios • These patios have been extended to November 1, 2020 <p><i>World of Jazz Festival- September 12 & 13:</i></p> <ul style="list-style-type: none"> • This year the Jazz festival had a hybrid model, with in studio recordings, and live performances on patios • The BIA sponsored the event again this year • The BIA worked with the City of Brampton on being able to accommodate the World of Jazz festival having two performances in Ken Whillans Square during the Farmers' Market • DBBIA has been emphasizing to have representation and consultation with regards to the Farmers' Market 	
<p>9.</p>	<p>DBBIA Team Goals & Challenges</p> <p><i>BIA 2021 Budget:</i></p> <ul style="list-style-type: none"> • Budget consultations/workshops have taking place throughout the month of August • There have been three workshops and a coffee talk on the matter • There is currently a survey out to the membership, with regards to the budget • Working on creating a draft budget, to bring to the Board • Action: set up a meeting end of September 22 or 29 to review BIA budget • BIA will be deliberating the budget for Council the week of November 26, the date is still to be determined <p><i>Meantime Strategy for Downtown Brampton & Upcoming Capital Projects:</i></p> <ul style="list-style-type: none"> • Y.Yeung's team and BIA had a meeting in August • Discussing a number of recovery programs for the downtown, and assist in animating the downtown core ex. pop- up patios • There was a number of recommendations received from Ryerson Planning students last winter 	<p>T.Pecoskie-Schweir</p>

	<ul style="list-style-type: none"> • Action: Have Y.Yeung’s team get more details on the Urban Design different phases <p><i>Art Installation in McKinney, McArter Lane, and in window vacant properties:</i></p> <ul style="list-style-type: none"> • Painting has started in McKinney Lane to prep for the artwork • Installation will take place this week • S. Godefroy will be contacting Print Three to get all the details • Action: Set up photo op with everyone involved with the McKinney Lane project either end of this week or early next week <p><i>New Businesses RIC Centre & Ryerson Venture Zone:</i></p> <ul style="list-style-type: none"> • Ryerson Venture Zone is launching tomorrow • RIC Centre opened today, they are located in the old Steaming Cups location • Action: Sent out the link to the Ryerson launch to the Board of Directors <p><i>Ryerson Urban Planning Partnership Fall & Winter strategy:</i></p> <ul style="list-style-type: none"> • With Ryerson Urban planning students from Toronto, they will be working with BIA and City of Brampton staff for the winter strategy for their fall project • There is an introduction meeting tomorrow with the Ryerson students, S.Godefroy, Y.Yeung, and J.Humble • Will inform the students of the challenges happening in the downtown • Allocate some money from 2021 BIA budget towards these winter strategies <p>G.Comas leaves at 10:09 a.m.</p> <p><i>RIC Centre & Closer Collab/Safecheck systems:</i></p> <ul style="list-style-type: none"> • Another partnership that is coming up from the RIC Centre is CloserCollab SAFEcheck System • COVID-19 SAFEcheck program that can help businesses, and make sure they are following proper protocols • CloserCollab is looking to do a pilot project with the BIA • Looking to have 10-15 business to test out technology and from there will be able to endorse • There is a partnership with Digital Main Street, and potential to role out a bigger project across Canada • There is a meeting tomorrow morning with CloserCollab to learn more information <p><i>International Downtown Association Virtual Conference- October:</i></p> <ul style="list-style-type: none"> • Virtual conference is in October, there is still money in the budget available for the workshop • If interested in workshop please let T.Pecoskie-Schweir know • Action: Send out information with all the dates to Board of Directors about, CloserCollab, Budget meeting, IDA conference, Ryerson launch 	<p>S.Godefroy</p> <p>T.Pecoskie-Schweir</p> <p>T.Pecoskie-Schweir</p> <p>T.Pecoskie-Schweir</p>
<p>10.</p>	<p>Marketing & Events:</p> <p><i>Marketing & Event Reports - Endless Summer Sale:</i></p> <ul style="list-style-type: none"> • Discussed earlier 	

	<p><i>DBBIA Survey results- Farmers' Market, Events Survey:</i></p> <ul style="list-style-type: none"> • Received the Farmers' Market and Event Survey results in board package • The survey was sent out following the first Farmers' Market weekend with both Main and Queen Street closed • Queen Street reopened to traffic after the first weekend • There were only 16 businesses who responded to this survey, not a huge uptake • Those who respondent to the survey did want to see Queen Street opened to pedestrians for the Farmers' Market • For future references, need to do a walk about for feedback to get more results • Merchant Night Market survey, not enough uptake from businesses to pursue it <p><i>Fall Campaign:</i></p> <ul style="list-style-type: none"> • Pumpkin decorating event at the Farmers' Market, not able to do as in past, but still going to do a pumpkin giveaway • Cancelled Trick or Treat in Downtown Brampton for October 31, due to COVID-19 • Looking into alternative options to do, ex. online parade with families submitting photos of their kids and dogs in costume to DBBIA Instagram • Action: Need to promote in the e-news and social media that Trick or Treating is not happening this year <p><i>Taste of Brampton:</i></p> <ul style="list-style-type: none"> • Running from October 15-29 • Little teasers coming out in next few weeks to start promoting the event • There are over 20 businesses participating in the event <p><i>Holiday Planning:</i></p> <ul style="list-style-type: none"> • Have hosted specific holiday planning meetings • Horse and Carriage rides will be coming back this year, but no wagon rides with special characters • Action: Bring back a full marketing and event plan to board for the next Board meeting • Heard different things from around the table about Santa Claus parade, it looks like it will be a virtual event • More details will be released soon for Santa Claus parade 	<p>A.Philip</p> <p>T.Pecoskie-Schweir</p>
<p>11.</p>	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • Suzy submitted an application to Digital Main Street grant, for another Digital Main Street squad again • Would be looking at hiring someone to do what A.Philip had done last summer • There will be Coffee Talks happening the whole month of September • Highlighting RIC Centre, Ryerson, and the new businesses opening in downtown throughout the Coffee Talks 	

