

Meeting: Downtown Brampton BIA Board of Directors October 6, 2020		
Date:	Tuesday, October 6, 2020	Time: 9:00 a.m.-10:30 a.m.
Location:	Teams Call	
PRESENT MEMBERS:	Adriel Domingue, Rick Evans, Horacio Herrera, Peeyush Gupta, Zeeshan Majid, Emma O'Malley, Carrie Percival, Kristina Romasco, Councillor Santos, Councillor Medeiros	
REGRETS:	Regan Hayward	
ABSENT:		
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Paul Aldunate, Ryan Lynn	
Item:		Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:07 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, October 6, 2020 be approved. Moved by: Carrie Percival Seconded by: Horacio Herrera 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, September 8, 2020 be approved. Moved by: Carrie Percival Seconded by: Rick Evans All in favour CARRIED	No Action
7.	Governance: <i>Operating statement for August 2020:</i> <ul style="list-style-type: none"> • There has not been much significant change in the BIA budget • Will have an updated statement for next board meeting <i>Draft 2020 Budget :</i> <ul style="list-style-type: none"> • Updates to proposed BIA 2021 Budget • The salary and benefits line item in the budget normally increased by 2-3% increase • This year decreased in salaries as changed the number of hours for the Marketing & Communication Specialist from 35 hours to 21 • Added a new line item under Administration for utilities, as that has not been in the budget before • Cut back on AGM line item, as not expecting to have significant costs for AGM for 2021, which offset for utilities 	

	<ul style="list-style-type: none"> • Beautification has one rebate, patio and decorative \$3,500 consistent with the other rebates • \$4,500 towards banners, based on City’s contract for banners this past year <p>N.B. Councillor Medeiros arrives at 9:16 a.m.</p> <ul style="list-style-type: none"> • Need to spend more money on the downtown to make it more inviting, instead of leaving it vacant <p>N.B. G. Comas arrives at 9:20 a.m.</p> <ul style="list-style-type: none"> • The planters will be back next year and typical holiday décor and lights in gage park still be going forward for this holiday season • The City provides quite a bit towards flowers, compared to other BIA’s • The marketing budget is set normally around \$80,000 of that \$40,000 is from the BIA budget and \$40,000 from City of Brampton Economic Development for destination marketing • Increased the Marketing budget to \$99,000 for 2021 • Out of the marketing budget comes the Discover magazines, partnership with local media, social media advertising, website posting, photography • The additional \$19,000 will be for other special projects for marketing • Look at different videos for the different seasons • Focus more money towards social media • Look at continuing the marketing rebate for next year • Downsized Taste of Brampton to do one event for next year • Reduced the events budget to focus on seasonal events spring/summer \$30,000 and fall/winter \$30,000 • Look at activation projects such as buskers, and creating more vibrant and marketing project • Use some of Ryerson Urban planning students ideas to activate the downtown • Safety budget set for \$4500 , with \$500 for Meet the Beat, \$500 towards safety and \$3500 towards the Clean and Safe rebate • Anything in-kind is an in and out on the budget • Z.Majid has been working with Tax department to estimate the Tax arbitration number • Try and estimate or forecast levy impact for any properties purchased from City, and offset with an ask to City for rent relief • No change to proposed levy number, and everything else is same as last year <p>MOTION THAT the Downtown Brampton BIA Board of Directors approve the 2021 budget as presented, and authorize the treasurer to make necessary adjustments as it relates to the budgeted tax arbitration expense after discussion with city of Brampton tax staff. Moved by: Rick Evans</p>	
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	<p>Second by: Carrie Percival All in favour CARRIED <i>Expenses over \$5k for approval :</i></p> <ul style="list-style-type: none"> • Horse & Carriage ride quote for 2020 is \$12,800 + HST for holiday, typically have spent over \$18,000 • The DBBIA is not doing wagon rides this year <p>MOTION THAT the Downtown Brampton BIA Board of Directors approve expenses for Horse & Carriage rides for over \$12,800 + HST be approved. Moved by: Rick Evans Seconded by: Grettel Comas All in favour CARRIED</p> <ul style="list-style-type: none"> • Action: Confirm with Peel Public Health approved cost of carriage ride if approved by peel public health for over \$12,800 • Action: Look at reducing the number of days for Horse & Carriage ride • Art work in McKinney Lane was approximately \$6,800 with the upgraded material • Horse & Carriage rides are a tradition, and complimentary to the holiday lights and activities in Gage park • Idea of having projections light up the alleyways in downtown like Montreal and Quebec • A few years ago the projection idea was brought up and the costs were over \$100,000 • Need permission and help form City if we were to do projections in the downtown • Usha from Ryerson Venture Zone, has a contact from Toronto who does virtual outdoor exhibits, look into getting quotes <p><i>Board Vacancy – Call for Nomination :</i></p> <ul style="list-style-type: none"> • Emailed out and mailed out AGM invitation and call for Board member nominations • Deadline to submit Board self- nomination is the day of AGM on Tuesday, October 27 • Can accept nominations from the floor at AGM 	<p>T. Pecoskie-Schweir T.Pecoskie-Schweir</p>
<p>8.</p>	<p>DBBIA Team Wins: <i>Mural Installation in McKinney Lane:</i></p> <ul style="list-style-type: none"> • A big thank you to everyone who helped make the McKinney Lane mural installation happen • There is some additional work that needs to be done in McKinney Lane i.e. painting the walkway area • E.O'Malley and G. Comas have recommended grey paint for the floor, once the downtown cleaner is back look into having the floor painted • Action: Bring back to beautification committee for adding flowers into McKinney Lane 	<p>S.Godefroy</p>

12.	Date and Time of Next Meeting: The next meeting will be on Tuesday, November 10, 2020 at 9:00-10:30 a.m.	No Action
13.	Motion to Adjourn Meeting: MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Rick Evans Seconded by: Peeyush Gupta All in favour. CARRIED. The meeting was adjourned at 10:27 a.m.	No Action