

Meeting: Downtown Brampton BIA Board of Directors November 10, 2020		
Date:	Tuesday, November 10, 2020	Time: 9:00 a.m.-10:30 a.m.
Location:	Teams Call	
PRESENT MEMBERS:	Adriel Domingue, Rick Evans, Peeyush Gupta, Regan Hayward, Horacio Herrera, Zeeshan Majid, Emma O'Malley, Kristina Romasco, Councillor Medeiros, Councillor Santos,	
REGRETS:	Grettel Comas, Carrie Percival	
ABSENT:		
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Paul Aldunate, Lavina Dixit, Ryan Lynn	
Item:		Actions:
1.	Call to Order (9:00a.m.): The meeting was called to order at 9:05 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, November 10, 2020 be approved. Moved by: Rick Evans 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, October 6, 2020 be approved. Moved by: Rick Evans Seconded by: Peeyush Gupta All in favour CARRIED	No Action
7.	Governance: <i>Operating statement for September 2020:</i> <ul style="list-style-type: none"> The BIA have received the funding from the City of Brampton for rent relief, as well as the \$61,000 for the purchases properties in the BIA boundary from 2019 N.B. E. O'Malley arrives at 9:09 a.m. P. Gupta leaves at 9:09 a.m. <i>Expenses over \$5k for approval:</i> <ul style="list-style-type: none"> Carriage Rides has been reduced to \$8,800 as per last BOD meeting, have also reduced the hours on Friday to 6:00-9:00 p.m. Urban Minds has created a proposal to activate 5-6 vacant windows on Main St North possible, looking at sharing the costs with the City of Brampton, by contributing \$5,000 N.B.P. Gupta arrives at 9:13 a.m.	

	<ul style="list-style-type: none"> • There is no update yet from the City of Brampton, waiting to hear back • Need the board to endorsed as the expense is over \$5,000 • Suggested that since theses are City owed properties, the City should pay for hording • On Main Street North it looks like the downtown is closed with all the business vacancies, there needs to be activations • Look at decorating the windows with a window treatment similar to what Baci Gifts and Jones and Jones group have done = <p>N.B. H. Herrera arrives at 9:28 a.m.</p> <ul style="list-style-type: none"> • Allocate some of the money from Horse and Carriage to go art installations <p>MOTION THAT the Downtown Brampton BIA Board of Directors allow up to \$5,000.00 be spent on the Urban Minds project to beautify windows by local students be approved. Moved by: Rick Evans Seconded by: Horacio Herrera All in favour CARRIED</p> <ul style="list-style-type: none"> • The DBBIA received the Digital Main Street grant for \$30,250 to hire a digital service squad • The BIA has hired Winged Whale Media which will receive training, and handle the outreach for approx. 80 businesses • Received proposals from multiple marketing companies, and Winged Whale Media put a lot of detail into their proposal, they will be starting now going till the end of February • They will also be working with BEC to create virtual workshops • The service squad is very similar to what A.Philip did last year • Last year the BIA received \$10k this year we received over \$30k • Winged Whale Media will be submitting weekly reports to be shared with the Marketing & Events Team, Executive, and full the board <p>MOTION THAT the Downtown Brampton BIA Board of Directors endorse Winged Whale Media as the DBBIA Service Squad be approved. Moved by: Peeyush Gupta Seconded by: Horacio Herrera All in favour CARRIED</p> <p><i>AGM Follow Up :</i></p> <ul style="list-style-type: none"> • We had quorum, and a great turnout • With the AGM being virtual it went really well, with the help from P. Fay and his team • There were a few questions from the AGM in regards to the reserve 	
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	<ul style="list-style-type: none"> • The BIA and City is continuing to monitor the situation • S.Godefroy has reached out to all those businesses at Church and Main Street, and has reached out to Aileen Baird for an update on the Mobile outreach unit • At the Regional Council meeting on November 26, 2020 they will discuss the downtown issues as well as other solutions proposed solutions Councillors Vincente and Santos are working on idea to support these businesses being negatively affected by services in the downtown are • Peel Region has announced outreach workers now being located at Regeneration • The downtown police office station on George Street opened yesterday, Councillor Vincente and Santos will be have a separate tours of the facility <p>Z. Majid leaves at 9:55 a.m.</p> <p><i>BIA Annual General Meeting - October 27, 2020</i></p> <ul style="list-style-type: none"> • Complete AGM in virtual format • Thank the Board of Directors, Majid, and P. Fay for all their help <p><i>Taste of Brampton, BIA Halloween Celebrations:</i></p> <ul style="list-style-type: none"> • Did not discuss <p><i>Discover Downtown Magazine – Holiday Gift Guide:</i></p> <ul style="list-style-type: none"> • The Holiday edition has gone to print, waiting for arrival next week • 15,000 magazines to be delivered in the downtown core • 3000 in a neighbourhood near Gore and Bovaird • 2000 going to businesses in the downtown, and Starbucks, <p><i>Future Proof – Digital Main Street - Digitizing Downtown Dollars:</i></p> <ul style="list-style-type: none"> • Working with DMS on a grant through RICC to digitalize the downtown dollars, which will fund the vendor who will manage the digital software • Currently getting proposals from downtown Brampton marketing agencies to market the program, long term approach to see if we want to continue with program after February • There is potential to partner with the City and BBOT • Funded through provincial money <p><i>Winter Strategy for the Downtown –Ryerson Urban & Regional Planning:</i></p> <ul style="list-style-type: none"> • Have had a number of presentations from Ryerson students, as well as a workshop last Thursday and a few other presentations • Talked to Yvonne Yeung, and would like to have a strategy walk through workshop on December 1, on how we can continue to work on the downtown and bringing more feet on the street 	
<p>9.</p>	<p><i>Safety in the Downtown:</i></p> <ul style="list-style-type: none"> • Action: Send out a meeting to get an update from Aileen Baird • Recommend when the regional agenda gets published to distribute to the Board to review • Choose to delegate or send correspondents to attend the November 26 Regional Council meeting 	<p>S.Godefroy</p>

	<p><i>Holiday 2020 Program:</i></p> <ul style="list-style-type: none"> • Marketing and Communication plan is out, magazine is being distributed • This years holiday theme is Celebrate Together • Updating the Stronger Together banners to red for the holidays, to go up after remembrance day • working on a number of Marketing buys, filming with Santa last week, and this weekend <p>Councillor Medeiros leaves at 10:01 a.m.</p> <ul style="list-style-type: none"> • City of Brampton installed the tree in Garden Square last week • Carriage rides start November 27, 2020 • Postcards drop #1 is being delivered as we speak, targeting 5,000 homes in downtown • The DBBIA also launched the free delivery program for retailers <p><i>Meanwhile Strategy for Downtown Brampton & Upcoming Capital Projects:</i></p> <ul style="list-style-type: none"> • Discussed earlier • Goal we are working on public workshop for more input from businesses and residents, working on an initiation with L.Dixit on November 24 6:00-7:30 p.m. <p><i>Window Art Installations in vacant properties on Main Street North:</i></p> <ul style="list-style-type: none"> • Discussed earlier <p><i>Communication Protocol for the BIA & City:</i></p> <p>A. Domingue leaves at 10:11 a.m.</p> <ul style="list-style-type: none"> • Keep L. Dixit is the our new City contact and keeping her in the loop with any communication to go to the City of Brampton • The BIA is having monthly meetings with J. Tamming’s team • End of the day want stronger communications, with the downtown core • Having one key point of contact through L.Dixit will help avoid missing any communication and keeping everyone on the same page <p><i>Downtown Brampton BIA Strategic Plan Renewal & BIA Key Priorities:</i></p> <ul style="list-style-type: none"> • We are due next year to start working on a new strategic plan • Should start working on it in February, the strategic plan is only for three years • In 2018 it took around nine months worth of workshops, input from over 40 members and guests • Plan ready to go for 2022-2025 • Utilize the strategic planning tool from the province and OBIAA-document, members donated a lot of time last time to create the BIA strategic plan, it was a valuable exercise to go through • Identify key priorities quarterly or monthly, which is key to think about going into the winter season 	
<p>10.</p>	<p>Marketing & Events: <i>Taste Campaign Marketing Report, Social Media Report:</i></p>	

	<ul style="list-style-type: none"> It was successful, had a lot of participants still order takeout even with the 28 day dining restrictions <p><i>2020 Holiday Marketing & Communications Plan:</i></p> <ul style="list-style-type: none"> Discussed earlier 	
11.	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> Recommend to reopen the Marketing Recovery Rebate until the end of this year, as some businesses wanted to apply but missed the deadline, and there is still money allocated to this program Businesses who have applied already can apply a second time, and reopening <p>MOTION THAT the Downtown Brampton BIA Board of Directors reopen the Marketing Recovery Rebate until the end of this year be approved. Moved by: Peeyush Gupta Seconded by: Regan Hayward All in favour CARRIED</p> <ul style="list-style-type: none"> Doing free delivery locally in Brampton starting October 28, 2020 and going until the end of December There is no delivery for restaurants, as it only happens two times a week The BIA has been sending this out in emails, if interested please contact T. Pecoskie-Schweir The Façade and Improvement Grant is open to upgrade and improve outside of building, landscaping, lighting, outside renovations for the minimum amount of \$2,000.00 Action: Check to see if the façade program would be able to be used on the City of Brampton property 69 Main St N 	P.Aldunate
12.	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, December 8, 2020 at 9:00-10:30 a.m.</p>	No Action
13.	<p>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.</p>	No Action