

Meeting: Downtown Brampton BIA Board of Directors December 8, 2020		
Date:	Tuesday, December 8, 2020	Time: 9:00 a.m.-10:30 a.m.
Location:	Teams Call	
PRESENT MEMBERS:	Grettel Comas, Adriel Domingue, Rick Evans, Peeyush Gupta, Regan Hayward, Horacio Herrera, Zeeshan Majid, Emma O'Malley, Kristina Romasco, Mark Sich, Councillor Medeiros, Councillor Santos,	
REGRETS:	Carrie Percival	
ABSENT:		
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Paul Aldunate, Lavina Dixit	
Item:		Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:04 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, December 8, 2020 be approved. Moved by: Rick Evans Seconded by: Regan Hayward All in favour CARRIED	No Action
5.	Conflicts of Interests: There were no declared conflicts of interests.	No Action
6.	N.B.G.Comas arrives at 9:05 a.m. Approval of Past Minutes: MOTION THAT the Downtown Brampton BIA Board of Directors meeting minutes for Tuesday, November 10 & 17, 2020 be approved. Moved by: Rick Evans Seconded by: Regan Hayward All in favour CARRIED	No Action
7.	Governance: <i>Operating statement for October 2020:</i> <ul style="list-style-type: none"> Only difference for this year is the Tax arbitration number will most likely be on the higher than expected Should have the exact number by the end of the year There will be no vacancy rebate going into the New Year, for the vacancy properties <i>Expenses over \$5k for approval:</i> <ul style="list-style-type: none"> Invoice from Winged Whale Media for the Santa videos produced and filmed for the holiday season MOTION: THAT the Downtown Brampton BIA Board allow the expenses for the Winged Whale Media holiday videos invoice over \$5,000.00 be approved. Moved by: Rick Evans	

	<p>Seconded by: Grettel Comas All in favour CARRIED N.B. E. O'Malley arrives at 9:10 a.m. <i>Board Vacancy Update:</i></p> <ul style="list-style-type: none"> • M. Sich is the newest board member, elected on November 17, 2020 • In the process of having M. Sich getting formally approved by Council <p><i>BIA Budget Presentation to City Council Budget Committee:</i></p> <ul style="list-style-type: none"> • S.Godefroy and Z.Majid made a presentation to the budget committee on November 24 about the BIA 2021 budget • The City budget is slated for approval for tomorrow evening <p>N.B. P. Gupta arrives at 9:12 a.m.</p> <ul style="list-style-type: none"> • During the presentation, there was some discussion on how the BIA is managing COVID-19 • Discussing the sustainability issues, and pivoting and repackaging everything to help the businesses • As well as asking for the long term forecast of the organization <p>N.B. Councillor Medeiros arrives at 9:15 a.m.</p>	
<p>8.</p>	<p><i>City of Brampton Patio Extension & Parklettes on Main St. N:</i></p> <ul style="list-style-type: none"> • The Patio program is extended until September 2021 • The City is going to be able to keep the parklettes out on Main Street, no information on where it will be located, feedback was to have them in front of an operating business, and reopen the loading zone • There was the suggestion to move them into the laneway, as the snow removal on the streets keep blocking them • Pass the information onto Garden Square, to ensue snow is removed • Parklettes are there for an additional piece • Maintaining patios is needed, even in the course of winter • Look at moving the one parklette from the old BIA office in front of Cycle path, need to move it more south on Main Street • Look at the City doing LED lighting effect to the parklettes, as it gets dark at night time • Enhance the streetscape, and public realm • Put in some winter décor, as flowers have died from the fall <p><i>Safety Actions in the Downtown –Regional Report November 26, 2020:</i></p> <ul style="list-style-type: none"> • The Region of Peel passed a motion, for accessibility for grant process during downtown Brampton • This has come to light, following the delegations made back in December from a number of residents, and BIA's around the concerns near the 7-Eleven on Church and Main Street 	

- R.Evans and S.Godefroy had a meeting yesterday with Aileen Baird, to review a grant program that other BIA's are doing such as Toronto, Guelph, Oshawa
- Thank you to the downtown Councillors for helping push the this matter to the Region
- Also received support from Mississauga, originally were going to include Cooksville into the grant, but all Councillors agreed to focus on supporting Downtown Brampton and separated Cooksville out of the proposal
- With the high concentration of folks using services in downtown Brampton, there was unanimously support from Regional Council, to support downtown Brampton, as all the delegates came from downtown Brampton
- Businesses on Church Street will be looking at Façade improvement program, with the program they can remove barriers between properties for individuals to hide, and improve their property in a safety aspect
- Façade program is open to anyone in the downtown, some individuals can get up to \$20-30k towards program, the City will not go over 50% of costs

Downtown Brampton e-Gift Card Pilot Program –Launching on December 9, 2020:

- Still in the process of onboarding of all the businesses
- The e-gift card program came together from FutrureProof from Digital Main Streets, and from the RIC Centre
- This came to the BIA at the end of October
- The program will run till the end of February, and funded though the FutureProof grant
- The goal is to have a minimum of 20 businesses on board before the program launches
- The DBBIA have sent out messaging in emails, phone calls, and the membership e-news
- The program is on an app, and consumers can shop and pay on their phones, it is a more seamless program, and at the end of the day businesses can decide when to settle their payments
- Planning to make an announcement tonight at the mixer, and tomorrow at Council
- The DBBIA have two BIA marketing businesses helping with, Razor Creative is working on the design, and Upsurgence is working on PR, and corporate sales
- Streetsville is doing walking tours through the FutureProof program
- Once the program is finished, the BIA will be able to see what worked and didn't work, and could collaborate with other BIA's and might be able to turn this into a loyalty program down the road

Winter Strategy for the Downtown –Ryerson Urban Planning Report:

	<ul style="list-style-type: none"> • Final presentation from the Ryerson Urban Planning students will be this Thursday from 11:00 a.m. -12:00 p.m., and from 12:00 -1:00 p.m. debrief • Will be recording the presentations, and will be able to share with the membership in the e-news 	
<p>9.</p>	<p><i>Safety in the Downtown:</i></p> <ul style="list-style-type: none"> • There was a COB safety advisory committee meeting November 19, which R.Evans attended as a representative for BIA • There is a new fund grant that is applied through J.Tamming’s department • The grant has a safety component attached to it, and the DBBIA is an eligible participant • Looking at the option of having lighting added into Caruso lane • If any businesses have any ideas or suggestions, to please reach out to P. Aldunate <p><i>Holiday 2020 Program:</i></p> <ul style="list-style-type: none"> • Holiday program is a lot different than other years because of the lockdown, and Peel region going into grey zone, the DBBIA have cancelled the carriage rides • Looking at bringing them back in the New Year if possible, depending on the numbers of cases and restrictions • Due to Santa Spotting being cancelled, there will be credits for the BIA for 2021 • The rest of the program is marketing, there are Santa videos being posted on the BIA social every week • Emailing out consumer e-news every Friday, businesses are encouraged to send A. Philip items to be featured • The DBBIA has also sent out emails regards Councillor Santos, and Vincente’s holiday cheer video to receive festive photos from the businesses, the deadline is tomorrow • The video will showcase the small businesses, with their faces and products and corporations who have many employees, local residents, and emergency services will be featured • Ordered more shopping bags, as the DBBIA has run out and they are coming in today • Delivery program currently running till the end of December • Currently doing deliveries twice a week and it is picking up, it is a free service to the business, looking at extended into the New Year • Have been sending out the details in the e-news on a weekly basis • Any extra in the budget, and put heads together to help the businesses in anyway to extend the delivery service into the new year • The businesses do not know what’s happening if the lockdown will be extended or not • Need to have signage for curbside, as the businesses cannot have anyone in their stores right now 	

	<ul style="list-style-type: none"> • Look at adding an extra day throughout the week for the delivery service <p>Councillor Santos leaves at 9:59 a.m.</p> <ul style="list-style-type: none"> • Increase social media posts per day, need to be promoting businesses on a regular businesses on the BIA social media <p>Councillor Medeiros leaves at 10:05 a.m.</p> <ul style="list-style-type: none"> • A lot of businesses have been ignored, need to change and pivot and be more active to support businesses during COVID • Social media needs to be more balanced out between the businesses, there are many ways to support the businesses in downtown • Any specific ideas that are actionable immediately, bring them up to S.Godefroy • Action: Need a policy in place for marketing throughout the year • Take pictures of businesses using the delivery program, and showing businesses doing curbside <p><i>Window Art Installations in vacant properties on Main St.N:</i></p> <ul style="list-style-type: none"> • Had a presentation back in October with regards to working with Urban Minds, and had feedback from the Board members • Windows are still bare, and the downtown shows vacancies <p>M. Sich leaves at 10:20 a.m.</p> <ul style="list-style-type: none"> • Action: Set up a meeting to talk about the winter strategy with the City of Brampton • Need to sort out a few things through the City of Brampton, want to do something soon there are ideas from PAMA to include in some of their exhibits in the windows • There are a few options at the table, but the City of Brampton are still deliberating • Suzy has gotten quotes for window installations similar to what Baci Gifts and Art Gallery John Cutruzzola has done for their windows • Action: Reach out to Councillor Medeiros about help with window and art installation before Council meeting tomorrow <p><i>Downtown Brampton BIA Strategic Plan Renewal Planning Dates:</i></p> <ul style="list-style-type: none"> • Action: Set up planning in February as it is a nine month process 	<p>A.Philip</p> <p>S.Godefroy</p> <p>S.Godefroy</p> <p>S.Godefroy</p>
<p>10.</p>	<p>Marketing & Events:</p> <p><i>November Agency Analytic Report:</i></p> <ul style="list-style-type: none"> • Did not Discuss <p><i>Winged Whale DSS Report:</i></p> <ul style="list-style-type: none"> • Did not Discuss • Action: Email out Agency Analytic and Whinged Whale Report to the Board of Directors <p><i>COB/BIA Tourism Marketing Partnership with Brampton Hotels:</i></p> <ul style="list-style-type: none"> • Information included in the Board package • L.Lukasik came to the BIA in November to discuss an initiative between Brampton Tourism, Brampton Hotels, and the BIA 	<p>T.Pecoskie-Schweir</p>

	<ul style="list-style-type: none"> • A program similar to what Mississauga Tourism did, for it pays to stay here with a \$100 visa card • For Brampton tourism they would do \$50 visa and \$25 BIA e-gift card or downtown dollar • S.Godefroy needs to talk to L.Lukasik for more detail, but program would launch in 2021 due to the lockdown • Anyone who books two nights in Brampton, would get information on the BIA and the gift card welcome package <p>E.O'Malley leaves at 10:30 a.m. <i>Events/Activations update: Carriage Rides/Santa Spotting:</i></p> <ul style="list-style-type: none"> • Discussed earlier 	
11.	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • Make note that we are still looking at a date for bringing membership up to date with the watermain repair work • Should be sometime in Q1 of 2021, • Action: Try and have a date confirmed with the City for the next Board of Director's meeting • There is still money available in the BIA rebates for Marketing • Currently there have been 17 Marketing Rebate, 11 Floral and Decorative , 7 Clean and Safe, and 1 Special Events grant given out • Looking to have a public workshop with Y.Yeung to discuss downtown strategy, as they were cancelled due to the lockdown restrictions, waiting to get an update and anew date for January • Action: Email out the Executive Director report to the Board of Directors 	<p>S.Godefroy</p> <p>T.Pecoskie-Schweir</p>
12.	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, January 12, 2021 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 10:42 a.m.</p>	No Action