

Meeting: Downtown Brampton BIA Board of Directors January 12, 2021		
Date:	Tuesday, January 12, 2021	Time: 9:00 a.m.-10:30 a.m.
Location:	Teams Call	
PRESENT MEMBERS:	Adriel Domingue, Rick Evans, Peeyush Gupta, Regan Hayward, Zeeshan Majid, Emma O'Malley, Carrie Percival, Kristina Romasco, Mark Sich, Councillor Medeiros, Councillor Santos	
REGRETS:	Grettel Comas	
ABSENT:	Horacio Herrera	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir, Alex Philip	
CITY REPRESENTATIVE:	Paul Aldunate, Lavina Dixit	
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: grant program for safety	No Action
4.	Approval of Agenda: MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda for Tuesday, January 12, 2021 be approved. Moved by: Rick Evans Seconded by: Carrie Percival 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, December 8, 2020 be approved. Moved by: Rick Evans Seconded by: Carrie Percival All in favour CARRIED	No Action
7.	N.B.A.Domingue arrives at 9:07 a.m. Governance: <i>Operating statement for November 2020:</i> <ul style="list-style-type: none"> No comments on November, everything seems to be on track still December will take a bit longer, as it needs to be finalized with year end, it should have a final copy ready for March <i>Correspondence re: BIA 2021 Budget Presentation to City Council Budget Committee:</i> <ul style="list-style-type: none"> Received a letter from City Council saying the budget was approved Budget presentation was done beginning of December 2020 	
8.	Wins: <i>City of Brampton Patio Extension & Parklettes on Main St.N:</i> <ul style="list-style-type: none"> Patio program has been extended until September 2021 One of the parklettes was moved in front of Ric's Pizzeria and Segovia Coffee Co 	

	<ul style="list-style-type: none"> • Trying to push ahead and get more information with regards to loading zones with the watermain construction happening in spring/summer 2021 <p><i>Downtown Brampton e-Gift Card Pilot Program:</i></p> <ul style="list-style-type: none"> • The BIA launched the e-Gift Card program on December 21, 2020 • Launched a bit later for a number of technical issues • There are currently 17 businesses on board • There is a meeting later today, on how the businesses are managing • Working on more marketing for the rest of January and February 2021 • The company who was hired to help market the e-gift card and sell to big box stores pulled out in the last minute, as per conflict of interest • The BIA hired Razor Creative to do the design <p><i>Winter Strategy for the Downtown –Ryerson Urban Planning Final Report:</i></p> <ul style="list-style-type: none"> • Excellent document Ryerson has worked on in the fall • Unfortunately with the lockdown, a lot of the items that the BIA wanted to do are not able to happen due to the current lockdown restrictions • Action: Send the report to Council to show what the BIA, Ryerson, and Urban Planning has been strategizing for activations in the downtown • Put effort into different activities with the different lockdown levels • Look at some of the recommendations, and look at the timeline with the Region and look at different scenarios based on what restriction levels maybe coming <p>N.B.Councillor Medeiros arrives at 9:20 a.m.</p> <ul style="list-style-type: none"> • Action: Send to Peel Public Health to see their recommendations in the different phases • To prepared for when things open are, and funding will be released 	<p>S.Godefroy</p> <p>S.Godefroy</p>
<p>9.</p>	<p>Goals & Challenges:</p> <p><i>Ontario Wide Lockdown:</i></p> <ul style="list-style-type: none"> • The BIA was looking at getting more political similar to Toronto before the holidays • There were discussions with businesses about considering what is essential and not for closures • There is discussion about businesses considered non essential, Hair Stylists are tradespeople and forced to closed, businesses have been able to show stats how COVID is not coming from their businesses, and have been gathering the numbers of over 200k customers and not one case has been found in those businesses • Was looking at a petition at one point before Christmas, there are going to be more announcements later today <p><i>Safety in the Downtown & Regional Council for DBBIA Pilot Program:</i></p>	

	<ul style="list-style-type: none"> • L. Dixit is looking to get images and banners from PAMA • Urban minds proposal back from October would take three months to implement • The City is willing to commit \$5000 and the BIA is committed on contributing \$5000 and at the end of the day, need to circle back with the original plan or look at PAMA or Beaux Arts Brampton • Would like to see the images installed as soon as possible • There are a lot of opportunities to install banner treatments, and engaging the youth with the Urban Minds project • Graphic banners are a quick fix • The BIA took measurements of windows back in August when the downtown cleaner was hired <p><i>Z.Majid leaves at 9:58 a.m.</i></p> <ul style="list-style-type: none"> • There is possibility for the window wraps to switch out, go from PAMA to Beaux Arts • Temporary banners will be quick in and out installations • Would like to highlight local Brampton artists curated by Beaux Arts Brampton • February is Black history month, not doing local flag raising this could be an opportunity to feature cultural aspects through window treatments • Action: Reach out to local artists promoting monthly activations • The buildings on Main St N are owned by the City of Brampton • Do something similar to Nelson hoarding with art installations <p><i>Downtown Brampton BIA Strategic Plan Renewal Planning Dates:</i></p> <ul style="list-style-type: none"> • Reflecting on monthly meetings to work on strategic plan • Action: Put in the e- news about the Strategic Plan workshops , bring up in the committee meetings 	<p>S.Godefroy & L.Dixit</p> <p>T.Pecoskie- Schweir</p>
<p>10.</p>	<p>Marketing & Events:</p> <p><i>December Marketing Report:</i></p> <ul style="list-style-type: none"> • Holiday season took out a number of campaigns, increased in followers, and website visits • Used two different postcard buys, mobile signs, wayfinding signage, parking garage, gift guide, and downtown dollar giveaway • Had a weekly gift guide in the consumer e-news, in each week featured new businesses • Had Santa videos featuring Santa shopping, and reading stories on social media • COVID restrictions delayed and cancelled a lot of the holiday events • Reviewing the next three months in the marketing meeting for budget <p><i>Winged Whale DSS Report #2:</i></p> <ul style="list-style-type: none"> • 26 businesses have received grants, more businesses have been approved for the grant but are not being listed in Hubspot for some reason 	

	<ul style="list-style-type: none"> • Moving forward Winged Whale Media is working on digital workshops, there will be seven different workshops every Wednesday • Building a digital toolkit for all BIA businesses, on how to build content, and digital marketing • Action: Send out Winged Whale Media report to Board of Directors <p><i>Events/Activations Update:</i></p> <ul style="list-style-type: none"> • Did not discuss 	T.Pecoskie-Schweir
11.	<p>Executive Directors Report:</p> <ul style="list-style-type: none"> • Looking at number of reports, and looking at new grants to apply to • Focusing on heavy push for marketing • Action: Send out Executive Director’s report to Board of Directors following this meeting 	T.Pecoskie-Schweir
12.	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, February 9, 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: Carrie Percival Seconded by: Rick Evans All in favour. CARRIED. The meeting was adjourned at 10:23 a.m.</p>	No Action