

Meeting: Downtown Brampton BIA Board of Directors February 9, 2021		
Date:	Tuesday, February 9, 2021	Time: 9:00 a.m.-10:30 a.m.
Location:	Teams Call	
PRESENT MEMBERS:	Grettel Comas, Adriel Domingue, Rick Evans, Peeyush Gupta, Regan Hayward, Zeeshan Majid, Emma O'Malley, Carrie Percival, Kristina Romasco, Mark Sich, Councillor Medeiros,	
REGRETS:	Councillor Santos	
ABSENT:	Horacio Herrera	
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 9:03 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, February 9, 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, January 12, 2021 be approved. Moved by: Carrie Percival Seconded by: Rick Evans All in favour CARRIED	No Action
7.	N.B.P.Gupta arrives at 9:05 a.m. Governance: <i>Financial update</i> <ul style="list-style-type: none"> Do not have December operating statements yet, as the year end is being done currently Once year end is complete the December operating statement is complete it will be sent out to the Board of Directors Since November the BIA is in a good state for finances 	
8.	N.B. L.Dixit and R.Hayward arrive at 9:06 a.m. Wins: <i>Vacant City Owned Properties on Main Street North:</i> <ul style="list-style-type: none"> Windows on CyclePath have been covered with Black History Month window wrapping New window wrapping going up on the old BIA and Beaux Arts locations are next, and Wendel Clarks will be the last 	

	<ul style="list-style-type: none"> • Action: Bring back update with Urban planning with regards to activating the City owned properties <p>N.B.G.Comas arrives at 9:09 a.m.</p> <p><i>Corporate Sales for the DBBIA E-Gift Card:</i></p> <ul style="list-style-type: none"> • \$3,100.00 in corporate sales with hotel operators across the City of Brampton • This is a partnership with the City of Brampton tourism department and the Downtown Brampton BIA • The DBBIA will be giving downtown dollars and prepaid credit cards to consumers who stay two days at a Brampton hotel, using a special booking code <p>P.Aldunate arrives at 9:11 a.m.</p> <p><i>Digital Main Street:</i></p> <ul style="list-style-type: none"> • 43 businesses were approved to receive the grant • Winged Whale Media webinars have been going well, webinars will continue until March 3, 2021 • Digital Main Street will be coming back for 2021, just waiting to hear more information from OBIAA • Businesses can use the grant for help with e-commerce, updating website, social media buys, etc. • Winged Whale Media has reached out to all the businesses in the downtown, got a lot of uptake from professional services in the downtown core • The businesses need to show that they spent the money on what they said you were going to spend the money on in their applications <p><i>Housing Update & Sharps Update - Region of Peel:</i></p> <ul style="list-style-type: none"> • Received an email from Councillor Santos with regards to new housing update for Peel region • There will be a new family shelter that has opened through Ontario isolation initiative to transform an overflowed hotel and create a new shelter site • The new out of the cold operations are operating, Council used COVID-19 funding to help run out of the cold programs in Mississauga and Brampton • New drop in centre in downtown Brampton, opened February 1st is located at a City of Brampton site at 14 Nelson St, with meals, cots, and additional housing needs • Region of Peel has a new sharp program, with a number of disposable sites • Nothing was approved as of yet for the Peel Regional Council budget • They are looking at trying to find future savings, looking at capital and infrastructure projects • The Police has asked for an additional 26 new officers to keep up with the region crime, and population boom • Final approval for budget will be this Thursday, February 11, 2021 	<p>L.Dixit</p>
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	<ul style="list-style-type: none"> • The BIA’s in peel sent a letter on behalf to Regional Council not to increase fees as many businesses have faced a lot of financial burden in the past year • Looking to see if Regional Council can keep budget to a freeze or under a 1.3% increase 	
<p>9.</p>	<p>Goals & Challenges: <i>Ontario Wide Lockdown Update/Advocacy:</i></p> <ul style="list-style-type: none"> • The peel lockdown has been extended until February 22, 2021 than hopefully moving into the grey zone depending on case numbers • Discussion from the Marketing & Events team was to do an advocacy campaign to help show businesses are still open • Printed posters yesterday saying “Open for Business” these will be distributed by board of Directors • There is a campaign from salons in Toronto that states “We are Essential”, businesses will be opening on Friday to voice the un-level playing field that salons have been faced with • Businesses in Peel have been closed since mid November • Every business has the right to operate to feed themselves and their families, they are tired and need help • Without any businesses there is no BIA <p><i>Business Safety Concerns & Regional Council for DBBIA Pilot Program:</i></p> <ul style="list-style-type: none"> • Region of Peel talked about an ambassador program, this would be a pilot project starting with Brampton, then after it is complete will look at creating this program in other BIA’s in Peel • S.Godefroy has been working with the Region of Peel staff, she has reached out to Oshawa , and Guelph with the similar safety concerns • See if the Region of Peel staff looked at reaching out to other sources to include in their proposal • Have a conversation with Jason Wiesner who was vocal in Regional Council meetings, have Regan Hayward from a culture perspective speak to Region of Peel to help with the proposal • Need solutions which will help in the long term for the business community • Action: Need to get contacts from Oshawa, Malton, and Cambridge to bring back to Region of Peel staff for the safety plan • Guelph’s program is working and helping the businesses at a street level <p>N.B.Z.Majid arrives at 9:34 a.m.</p> <p><i>Watermain Road Work for the Summer of 2021 – Members MTG Update:</i></p> <ul style="list-style-type: none"> • Mailed out information on the Watermain Road work in the February member newsletter • There will be a notice to go into the Brampton Guardian with the feedback, and comments from the Region of Peel • The project lead is Harry Persaud from the City of Brampton 	<p>S.Godefroy & R.Evans</p>

	<ul style="list-style-type: none"> • Get more developers and consumers near the downtown • The BIA has hired a Ryerson graduate student from the Canada Summer jobs grant, and will be taking the Ryerson reports from pre-COVID and the winter time to create a 24/7 document • Action: Send the activation plan done by Canada Summer Student to the Beautification & Safety team • Want to be able to use the winter strategy and how to activate the downtown when we can, and identify partnerships with other organizations • The student will be working till the end of February, and she was one of the original authors of the reactivating program 	S. Godefroy
12.	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, March 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: Regan Hayward Seconded by: Peeyush Gupta All in favour. CARRIED. The meeting was adjourned at 10:31 a.m.</p>	No Action