

| Meeting: Downtown Brampton BIA Beautification & Safety February 11, 2021 | | |
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| Date: | Thursday, February 11, 2021 | Time: 9:00 a.m. -10:00a.m. |
| Location: | Zoom Conference Call | |
| PRESENT MEMBERS: | Janin Bartholomew, Grettel Comas, Rick Evans, Regan Hayward, Constable Grozier | |
| STAFF: | Suzy Godefroy, Teagan Pecoskie-Schweir | |
| CITY REPRESENTATIVE: | Pooja Patel, Razmin Said, Alex Samad | |
| Item: | Notes/Minutes: | Actions: |
| 1. | <p>Presentation from Beaux Arts Brampton re: Partnership with the DBBIA & Window Animations:</p> <ul style="list-style-type: none"> • Beaux Arts Brampton is an Artist run gallery • Producing and presenting visual art presentations, documented growth of artist work • Window activation project outline for downtown core • Everything Beaux is an exhibit scheduled to launch on March 11, 2021 • Extend the show to the outside of three identified private window vacant locations • Everything Beaux exhibits theme is what the artists interpretation of what beauty throughout the pandemic means to them • Beaux Arts will be putting a call out to artist to show artwork • Reflect on artists idea of beauty and challenges we are living through • Selected artists would receive awards • Beaux Arts will align with the BIA team and vendors to coordinate the artists, and have the BIA committee decide on what artwork would be shown on the downtown businesses windows • The BIA will be covering the costs of window installation and the proposal fee • Deadline for artists is March 5, 2021 • BIA Jury committee to meet the weekend of March 12 • Installation happening the weekend of March 26, and unveil March 29- April 3, 2021 • Properties to look at the old David's Andrew Property, old CIBC and 8 Queen St W • Outdoor vinyl installation, has a certain amount of shelf life • Need to get permission to put artwork in these private locations • Artists will receive a carfac fee for their work • Action: Send Beaux Arts proposal to Jason Tamming and get artwork with the City of Brampton • Confirm the liability insurance for the properties • When the BIA spoke to L.Dixit with regards to approvals, L.Dixit has recommended the images to Jason Tamming to | L.Dixit |

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| | <p>help move it forward to avoid all the red tape that encountered with McKinney Laneway artwork</p> <ul style="list-style-type: none"> • Urban planning has been working to assist the BIA with creating green tape solutions | |
| <p>2.</p> | <p>Key committee goals for 2021:</p> <ul style="list-style-type: none"> • Did not discuss | |
| <p>3.</p> | <p>Update on Region of Peel Pilot Project - Business Concerns, Expectations & Proposed Resources:</p> <ul style="list-style-type: none"> • Regional staff have been investigating and having a report for beginning of quarter 2 in 2021 • The report will be looking at downtown Brampton that and the downtown homeless, additional garbage collection, graffiti clean up, additional resources and any further enhancements to be providing to the downtown • S.Godefroy and R.Evans delegated with a number of businesses in the fall with the concerns for safety and operating their businesses to Regional Council • The downtown Councillors have helped show that downtown Brampton needs assistance • Regional Council has delegated two people to work on this project for the Region of Peel • Erin one of the Region of Peel staff has been doing a lot of research with safety from different BIA's across Ontario • Looking at having a grant provided to hire a safety security assistance • Another big part of this project is looking at getting the garbage cleaned up • A lot of the concentration with individuals in the downtown happens in the spring and summer • The short term measure, see what is going on in the Church and Main Street area • Between April –October 2021 need to see what resources businesses will have to fix the interaction of gatherings and normalize business functions • Want to create an environment to be open, and welcoming • Need more effective outreach programs going out to the resources • These issues are regional concerns, bring back to Region of Peel • The solution is activating the public spaces making a shopper and local resident of Brampton want to come downtown , it has been difficult now with the pandemic going on • Need to find a better way top address the complaints/ concerns when they come in from businesses who are always calling police for safety concerns and the police arrives three hours later | |

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| | <ul style="list-style-type: none"> • Peel Outreach can be called 24/7 and go on private properties, it can be a process of multiple interactions • Need to see what projects can be implemented by April • Action: Do a follow up with the police did in the fall – 60 day pilot • Action: Follow up constable Grozier with the downtown unit | <p>S.Godefroy</p> <p>S.Godefroy & R.Evans</p> |
| <p>4.</p> | <p>Downtown Beautification: <i>Stickers/Heart Decals/Flags</i></p> <ul style="list-style-type: none"> • Need to remove the stickers from the sidewalks, and update the yellow hearts on the windows • Look at changing the colour of the hearts , a suggestion was to transform them into a flower to change it up <p><i>Window Cleaning</i></p> <ul style="list-style-type: none"> • Action: Send out message in the e-news about hiring window cleaner • Action: Find out how much the City owned properties are being cleaned <p><i>Spring Planters</i></p> <ul style="list-style-type: none"> • Action: Get an update when the planters are coming out, see if laneways can get flowers to add beautification • Action: Find out the plan with what is happening with the trees in Daily Times Square, they are dying and are not being treated • There is watermain work happening in the summer, and need to see if the planters are going up <p><i>Spring Banners</i></p> <ul style="list-style-type: none"> • Will be changing the red banners on the streets back to the yellow banners soon | <p>T.Pecoskie-Schweir</p> <p>S. Godefroy</p> <p>S.Godefroy</p> <p>S.Godefroy</p> |
| <p>5.</p> | <p>Farmers’ Market Location 2021:</p> <ul style="list-style-type: none"> • Had a meeting with the City of Brampton with the plans for the Farmers’ Market new location • The City of Brampton sent out a survey to over 50 stakeholders and the preferred location with 88% majority vote was to move the market to Gage Park, Wellington Street, and Ken Whillans Square • The results was to keep it as close to the downtown district • The Board of Directors is writing a letter to say the BIA supports keeping the Farmers market in the downtown and would like to see unique and initiative marketing to promote the consumers to go north and shop at the local downtown businesses • Markets team new location is going to Council on February 24, 2021 | |