

<b>Meeting: Downtown Brampton BIA Board of Directors March 9, 2021</b>		
<b>Date:</b>	Tuesday, March 9, 2021	<b>Time:</b> 9:00 a.m.-10:30 a.m.
<b>Location:</b>	Teams Call	
<b>PRESENT MEMBERS:</b>	Grettel Comas, Adriel Domingue, Rick Evans, Peeyush Gupta, Regan Hayward, Horacio Herrera, Zeeshan Majid, Emma O'Malley, Carrie Percival, Kristina Romasco, Mark Sich, Councillor Medeiros, Councillor Santos	
<b>REGRETS:</b>		
<b>ABSENT:</b>		
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir	
<b>CITY REPRESENTATIVE:</b>	Paul Aldunate	
<b>Item:</b>		<b>Actions:</b>
<b>1.</b>	<b>Call to Order (9:00a.m):</b> The meeting was called to order at 9:03 a.m.	No Action
<b>2.</b>	<b>Declaration of Quorum:</b> Positive	No Action
<b>3.</b>	<b>Additions to Agenda:</b> None	No Action
<b>4.</b>	<b>Approval of Agenda:</b> MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda for Tuesday, March 9, 2021 be approved. Moved by: Carrie Percival Seconded by: Rick Evans All in favour CARRIED	No Action
<b>5.</b>	<b>Conflicts of Interests:</b> There were no declared conflicts of interests.	No Action
<b>6.</b>	<b>Approval of Past Minutes:</b> MOTION THAT the Downtown Brampton BIA Board of Directors meeting minutes for Tuesday, February 9, 2021 be approved. Moved by: Horacio Herrera Seconded by: Regan Hayward All in favour CARRIED	No Action
<b>7.</b>	<b>Governance:</b> <i>Financial update:</i> <ul style="list-style-type: none"> <li>• Overall finalized financial statement, finalizing the review with KPMG</li> <li>• Hoping to go over the financial statement with the Board of Directors next meeting in April</li> </ul> <i>Expenses over \$5k:</i> <ul style="list-style-type: none"> <li>• Printing for the Discover Downtown Brampton magazine is over \$6,000</li> <li>• The BIA always make sure to get a competitive rate, Print Three has always come in at a competitive affordable price</li> <li>• The BIA has been working with the City of Brampton with the Tourism department for the hotel and VISA campaign Shop.Dine. Stay Brampton</li> </ul>	

	<ul style="list-style-type: none"> <li>• The City of Brampton has received a grant for this program, but needs their community partner to pay for the campaign</li> <li>• The BIA has invoiced the City of Brampton the funds for campaign it is an in and out expense, but need the Board to approve the expense as it is over \$5,000</li> </ul> <p>N.B.G.Comas arrives at 9:08 a.m. MOTION: THAT the Downtown Brampton BIA Board of Directors accept the expense of the Discover Downtown Brampton magazine printing by Print Three over \$6,000 dollars be approved. Moved by: Carrie Percival Seconded by: Rick Evans All in favour CARRIED</p> <p>MOTION: THAT the Downtown Brampton BIA Board of Directors accept the expense of the VISA hotel tourism campaign over \$5,000 dollars be approved. Moved by: Rick Evans Seconded by: Peeyush Gupta All in favour CARRIED</p>	
<p><b>8.</b></p>	<p><b>Wins:</b> <i>Digital Main Street- Digital Service Squad Highlight DBBIA</i></p> <ul style="list-style-type: none"> <li>• OBIAA wants to highlight 8-10 businesses out of the 50 businesses in Brampton who received the Digital Main Street grant</li> <li>• They will be featured in videos, showcasing what they have done with the digital transformation grant</li> <li>• Filming will commence at the end of the month</li> <li>• The Digital Service Squad is being extended until the end of June</li> <li>• <b>Action:</b> Figure out new goals with the service squad, and have more details to the DBBIA Board of Directors by the next meeting</li> <li>• Winged Whale Media is interested in continuing with the program</li> </ul> <p>P. Aldunate arrives at 9:12 a.m. <i>Takeout Taste of Brampton:</i></p> <ul style="list-style-type: none"> <li>• Running from March 4-18, 2021</li> <li>• There are 21 businesses who are participating in the event, 12 BIA businesses and 9 outside businesses</li> <li>• For this event we worked with the City of Brampton, and created the Taste of Brampton pass, where consumers are able to enter for the grand prize</li> </ul> <p>Councillor Medeiros arrives at 9:14 a.m. Councillor Santos arrives at 9:14 a.m. <i>BIA &amp; BAB Window Art Partnership:</i></p> <ul style="list-style-type: none"> <li>• The BIA is looking at Carve on Lot 5 as a place to install artwork</li> <li>• S.Godefroy will have more information for the April Board meeting</li> </ul>	<p>S.Godefroy</p>

	<p><i>E-Gift Card Program Extension:</i></p> <ul style="list-style-type: none"> <li>• The BIA has received additional funding for the grant and the program has been extended until end of March</li> <li>• With the additional funding the BIA has extended S. Romasco’s contract to hep with corporate sales</li> <li>• S.Godefroy has been working with 4Pay to extend the pilot program until the end of summer</li> <li>• The E-Gift card program needs a lot of time, to implement and educate businesses on the program</li> <li>• It has been very frustrating for consumers who are trying to redeem at businesses, as not all of them have been aware of how to accept the e-gift card</li> <li>• The BIA has been trying to see how we can make the program better</li> <li>• The BIA has had weekly meetings to go over the issues with the app with 4Pay</li> </ul> <p>N.B. A. Domingue arrives at 9:20 a.m.</p> <ul style="list-style-type: none"> <li>• The BIA has created merchant cheat sheets to help the businesses understand the program better</li> <li>• In the Board package, there was an e-gift card report with the findings and corrections made to make the program to make it easier to use</li> <li>• <b>Action:</b> Educate the consumers what businesses accept the e-gift card through the App, take it back to 4PAY</li> </ul>	<p>S. Godefroy</p>
<p><b>9.</b></p>	<p><b>Goals &amp; Challenges:</b> <i>Peel Moves to Grey Lockdown &amp; Ongoing Business Advocacy (Letters to the Region/City, Business Round Tables):</i></p> <ul style="list-style-type: none"> <li>• The BIA has been advocating in many actions, through social media, posters, and sent letters to the Region end of January to not raise the Region of Peel budget</li> <li>• City of Calgary received provincial funding for their 15 BIA’s, sent a letter to Council through the Peel BIA’s</li> <li>• The BIA continues to push out messaging, during the roundtable Dr. Loh has no interest in the spread that small businesses have not had</li> <li>• The BIA needs continue to promote that small businesses are safe</li> <li>• Encourage consumers to go out and be in the downtown, need to keep the messaging positive</li> </ul> <p><i>7-Eleven Letter:</i></p> <ul style="list-style-type: none"> <li>• Situation with 7-Elven , the voices of council is eleven voices the BIA is one organization, Councillors have taken the approach to include residents, and businesses voices</li> <li>• <b>Action:</b> BIA put together a template for businesses to use to write MPP’s about 7-Eleven</li> <li>• Able to submit a letter and feedback towards the 7-Elven request</li> <li>• Downtown Town Hall for wards 1 &amp; 5 the deadline to submit the feedback to ACGO is March 11</li> </ul>	<p>S.Godefroy</p>



	<p><i>Parking Minimums Update:</i></p> <ul style="list-style-type: none"> <li>• There was information sent to the BIA with regards to parking minimums , S.Godefroy is setting up a meeting with staff to understand the proposal better for development in the downtown core</li> </ul> <p>Councillor Santos leaves at 9:57 a.m.</p> <p><i>LRT Extension Update:</i></p> <ul style="list-style-type: none"> <li>• Discussed earlier</li> <li>• There are developers who are interested in the downtown: Preston Homes, 45 Railroad with 400 more units in the downtown</li> <li>• More developers are interested in the downtown</li> <li>• <b>Action:</b> P. Aldunate is looking into getting more information for the vacant property at Main St N and Church Street, to see what the owner is looking to do with that land</li> </ul> <p><i>CHCI Grant:</i></p> <ul style="list-style-type: none"> <li>• Suzy has been working with Canadian healthy community initiative grant, applying for the maximize about of \$250k, she is formally submitting the application this afternoon</li> <li>• S.Godefroy has had a number of meetings with city staff with regards to what BIA is proposing</li> <li>• Proposing activate downtown Brampton, based on the research and findings that Ryerson students have done pre-COVID, and this past fall</li> <li>• Taking all the recommendations, and put together into the grant</li> <li>• Looking at permanent patios for the downtown core, activation that emphasises downtown, break down barriers, utilize public spaces, window art projects working on with Beaux Arts Brampton and other art organizations in Brampton</li> </ul> <p><i>City Updates - City of Brampton Vacant Properties on Main Street N., Farmers Market Update &amp; Spring Planters:</i></p> <ul style="list-style-type: none"> <li>• Most of the vacant properties in the downtown have vinyl wraps, and are being done in phases</li> <li>• <b>Action:</b> Get more information on the vacant properties for Wendel Clarks and the old David Andrew’s property</li> <li>• Farmers’ Market location was approved to be in Ken Whillans, Gage Park, and Wellington St</li> <li>• There are plans for hanging baskets, and boxed planters</li> <li>• Next step is to get information from to see where the boxed planters will be located</li> </ul> <p><i>Downtown Brampton BIA Strategic Planning:</i></p> <ul style="list-style-type: none"> <li>• There has been three Strategic planning Meeting’s</li> <li>• Next week starting on goal planning</li> </ul>	
<p><b>10.</b></p>	<p><b>BIA Reports:</b></p> <p><i>Executive Directors Report-February – March 9, 2021:</i></p> <ul style="list-style-type: none"> <li>• Have been doing Coffee Talks every Friday, have discussed Black History Month, International Women’s day, and this past week did a session with women entrepreneurs</li> </ul>	

	<ul style="list-style-type: none"> <li>• Looking to have a company come in and discuss COVID relations, and safety for businesses</li> <li>• Keynote speaker discuss river walk project</li> <li>• Augmented realty from Winged Whale Media</li> <li>• RAPIZZA opened in the last month at 6 George St S</li> <li>• With regards to safety there is a town hall tonight for wards 1 &amp; 5</li> <li>• Suzy reached out to L.Luaksik about upcoming planning meetings, and wayfinding signage to keep consumers connected to the downtown during the Farmers’ Market</li> <li>• Rebates recommended to combine the outdoor planter rebate and patio</li> <li>• The outdoor beautification rebate where the BIA will fund 50% of up to a maximum rebate of \$150.00 to help with patio expenses and beautification for the outside of a business</li> </ul> <p>MOTION:            THAT the Downtown Brampton BIA Board of Directors update the Beautification rebate, to increase the expenses to maximum of \$150 to help with business beautification and patio expenses be approved.            Moved by: Peeyush Gupta            Seconded by: Carrie Percival            All in favour            CARRIED</p> <ul style="list-style-type: none"> <li>• Façade and building improvement program still have funds, up to \$20k for façade improvement</li> <li>• Eligible works: repair storefront, windows, doors, façade, brickwork, architecture needs, new lighting,</li> <li>• <b>Action:</b> Set up a coffee talk to discuss façade improvement for businesses, and landlords</li> <li>• Wiesner Insurance and lawyer Shauna Prempton, and another property owner are taking advantage of the façade program</li> <li>• Planning to get the marketing committee members to review the sponsorship proposals</li> <li>• Delivery program to be extended until the end of May</li> <li>• Month of January spent around \$650, February spent \$2,500 due to a lot of deliveries for Valentine’s Day</li> <li>• It has been helpful for the businesses who have been utilizing it, need to get more uptake from other businesses, and get a higher rate of engagement from other businesses to take advantage of this initiative</li> <li>• Four businesses use this program on a regular basis</li> </ul> <p>MOTION:            THAT the Downtown Brampton BIA Board of Directors extend the delivery program until the end of May be approved.            Moved by: Emma O’Malley            Seconded by: Carrie Percival            All in favour            CARRIED</p>	<p>S.Godefroy</p>
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	<p><i>Marketing Report - February 2021:</i></p> <ul style="list-style-type: none"> <li>• Report submitted in the Board package</li> <li>• If you have any questions on the Marketing report, to reach out to A.Philip</li> <li>• Communication report there was some changes made to the document</li> <li>• P. Gupta brought up concerns with promotional posts on social media, and the BIA have updated the policy to ensure there is fairness, and no favouritism</li> <li>• There is no judgement call on posts, unless it is inappropriate</li> <li>• <b>Action:</b> Have the board review the document under 10.3 fairness and if there are any questions to report back to S.Godefroy</li> <li>• Need to have staff promote posts on the weekend to help promote the businesses</li> <li>• <b>Action:</b> Bring up the weekend social media posts to the staff in the staff meeting tomorrow, and bring back findings to the Board of Director in April</li> </ul> <p><i>E-Gift Card Report:</i></p> <ul style="list-style-type: none"> <li>• Hired Sasha Romasco to help with the e-gift card program, she has put a lot of work into updating the e-gift card program</li> <li>• Suggested the pilot project to be extend until the end of the summer</li> <li>• There have been a number of modifications made to updating the problems, and made progress on how to update the program to be more appealing to the business owners</li> <li>• Currently working on outreach to corporate community partners</li> <li>• <b>Action:</b> Bring back another report on the e-gift card program to the Board of Directors in April with regards to corporate gifting</li> </ul> <p><i>Membership &amp; Special Projects Report – February 2021:</i></p> <ul style="list-style-type: none"> <li>• Reaching out to the businesses to do E-gift card trainings</li> <li>• Sent out the information to businesses about the Taste of Brampton, delivered all the marketing material to the participating businesses</li> <li>• Awarded the Valentine’s Day Window decorating contest winners</li> </ul> <p>P. Aldunate leaves at 10:31 a.m.</p>	<p>DBBIA Board of Directors</p> <p>S.Godefroy</p> <p>S. Godefroy</p>
<p><b>11.</b></p>	<p><b>Date and Time of Next Meeting:</b> The next meeting will be on Tuesday, April 13, 2021 at 9:00-10:30 a.m.</p>	<p>No Action</p>
<p><b>12.</b></p>	<p><b>Motion to Adjourn Meeting:</b> MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Peeyush Gupta Seconded by: Carrie Percival All in favour. CARRIED. The meeting was adjourned at 10:34 a.m.</p>	<p>No Action</p>