

| Meeting: Downtown Brampton BIA Board of Directors April 13, 2021 | | |
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| Date: | Tuesday, April 13, 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, Horacio Herrera, Zeeshan Majid, Emma O'Malley, Carrie Percival, Kristina Romasco, Mark Sich, Councillor Medeiros, Councillor Santos, Constable Mark Dapat, Constable Jodi Dawson, Constable Feras Ismail | |
| REGRETS: | | |
| ABSENT: | | |
| STAFF: | Suzy Godefroy, Teagan Pecoskie-Schweir | |
| CITY REPRESENTATIVE: | Gurvinder Singh | |
| Item: | | Actions: |
| 1. | Call to Order (9:00a.m): The meeting was called to order at 9:05 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, April 13, 2021 be approved. Moved by: Peeyush Gupta 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, March 9, 2021 be approved. Moved by: Peeyush Gupta Seconded by: Carrie Percival All in favour CARRIED | No Action |
| 7. | Governance: <i>Financial update:</i> <ul style="list-style-type: none"> • A detailed financial statement will be ready for the next Board of Director's meeting for the Board to review and approve • Not all the money for the Marketing and Events budget was spent there was around \$30,000 left over • On the statement there was \$62,000 contribution from the City from 2019 properties that was received in 2020 • The BIA received \$66,000 was from grants, sponsorship, and revenue from downtown dollars • There was an overall \$150,000 surplus from overall expenses, and grants • KPMG has almost finalized the audit, there are no adjustments at this time | |

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| | <ul style="list-style-type: none"> • Breakdown what other revenue is, and there is a full breakdown in the financial document submitted in the Board Package <p>N.B. G. Comas arrives at 9:11 a.m.</p> <ul style="list-style-type: none"> • For financial statement the expenses need to be placed in the correct section ex. hired someone for Digital Main Street would come from salaries even though it was a grant <p><i>Expenses over \$5k:</i></p> <ul style="list-style-type: none"> • The DBBIA has received an additional \$26,400 grant to extend the digital service squad for 2021 • There is a contract to continue to work with Winged Whale Media and they will continue to work with the DBBIA until mid June • They reached out to over 300 businesses and had 185 touchpoints • There was over 50+ businesses who received the digital grant • The money must be spent for the businesses in the BIA, it cannot be spent for the DBBIA’s marketing • Winged Whale Media can do one-on-one training to the businesses who are interested • They will help build a stronger digital environment for the businesses <p>MOTION THAT the Downtown Brampton BIA Board of Directors endorse Winged Whale Media as the DBBIA Service Squad extension be approved. Moved by: Rick Evans Seconded by: Peeyush Gupta All in favour CARRIED</p> | |
| <p>8.</p> | <p>Wins: <i>Digital Main Street – Digital Service Squad Extension for DBBIA</i></p> <ul style="list-style-type: none"> • Extending the contract with Winged Whale Media <p><i>Downtown Town Hall – April 8, 2021</i></p> <ul style="list-style-type: none"> • Good information session to show all the initiatives going on with the City, but good feedback on how to push this information out • The City of Brampton needs to continue to do more outreach • Businesses and residents would like to get more information with reimagine, University, etc. • There was a lot of good questions coming in for the town hall • Feedback was that individuals would like a notice in advance on the work and closures happening in the downtown • There was a few issues with technology glitches with accessing the town hall, and staff are investigating with the provider on these concerns • There was a lot of questions submitted that was not able to get into the queue • There will be a follow up to the individuals whose questions that were not answered • Giving updates on the work on the downtown and bringing everyone onto the same page | |

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| | <ul style="list-style-type: none"> • Action: Have Strategic Communications department put together a copy of the Q&A from the Town Hall and send it back to the DBBIA Board of Directors to review <p><i>E-Gift Card Program Extension until August 31, 2021</i></p> <ul style="list-style-type: none"> • The program has been extended with no additional charges until August 31, 2021 | Councillor Medeiros |
| 9. | <p>Goals & Challenges: <i>Stay at Home Order April 8, 2021 – May 6, 2021 -- Ongoing Business Advocacy</i></p> <ul style="list-style-type: none"> • In a new stay at home order until May 6, 2021 • The DBBIA is continuing to do ongoing advocacy for the businesses • Beauty industry has been the hardest hit <p><i>Support Local Campaign</i></p> <ul style="list-style-type: none"> • Continuing to push out in the marketing tactics <p><i>Safety: DT Cleaner/7-Eleven Letter& Response from the AGCO</i></p> <ul style="list-style-type: none"> • The DBBIA has had meetings with businesses on Main Street North and Church street • It is suggested to have a downtown cleaner on call to help clean up litter and needles on private properties • S.Godefroy is working on getting costs of what this could entail • The DBBIA would hire someone who is trained in cleaning up needles • Action: Bring back costs to the Board of Directors of hiring an on call trained downtown cleaner • The DBBIA submitted a letter of objection for the sale of liquor and consumption of alcohol at the 7-Eleven in downtown Brampton • Received a letter back from AGCO saying that as the DBBIA is not a resident the letter would not be submitted • The City of Brampton has submitted correspondents to AGCO • Councillor Santos and Vincente and met with headquarters about the 7-Eleven letter and the opposition of selling and allowing alcohol consumption onsite • The City showed the number of calls made about that location, and the residents calls and complaints from 311 <p><i>Watermain Road Work for the Summer of 2021</i></p> <ul style="list-style-type: none"> • There was a meeting yesterday with the Region of Peel • The Region of Peel will be contacting the businesses and asking about the different construction options and requirements • The tender is in May for the construction once the ambassadors hear back from the businesses they will get back to the DBBIA with a date for a public meeting for businesses and residents for the proposed plans <p><i>LRT Extension Update</i></p> <ul style="list-style-type: none"> • There was a presentation last week to the DBBIA Board of Directors | |

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| | <p><i>City of Brampton Vacant Properties on Main Street North</i></p> <ul style="list-style-type: none"> The DBBIA is working with Beaux Arts Brampton to do three window installations on private properties <p><i>Farmers Market Update</i></p> <ul style="list-style-type: none"> S.Godefroy and L.Lukasik had a meeting about marketing initiatives due to the Farmers’ Market location changing Action: Provide an updated report to the Marketing & Events Team meeting Action: See how many of the downtown merchants are able to have stalls in the market with Main Street being under construction <p><i>Downtown Brampton BIA Strategic Planning</i></p> <ul style="list-style-type: none"> There has been several sessions going on for the last few weeks, we have created vision, mission and goals moving into tactics now | |
| 10. | <p>BIA Reports:</p> <p><i>Executive Directors Report –March 10 – April 12, 2021</i></p> <p>M.Sich leaves at 10:10 a.m.</p> <ul style="list-style-type: none"> The artwork going in the vacant windows are moving quickly R.Evans, G.Comas, and S.Godefroy have had meetings with R.Hayward about the window artwork The team has juried a number of art pieces Beaux Arts has received quite a lot of artist’s artwork for this installation The artwork will be installed at 35 Main St N (Wildcard), 8 Queen St W, 21 Queen St W (old Hobby studio) Beaux Arts has submitted quotes for various providers to do the work Just finalizing a supplier for the vinyl application Looking at installing beginning/middle of May Marketing & Events Team committee has been working hard on the summer campaign creative and communication plan Hosting a virtual business mixer, and reaching out to Board members to be part of this event Reviewed potential activations for the downtown, currently on hold with the stay at home order There is not a lot the DBBIA can do until Peel Region goes into the Red Zone Working on new Marketing goals for the new quarter <p><i>Marketing Report - March 2021</i></p> <ul style="list-style-type: none"> Did not discuss <p><i>Membership & Special Projects Report – March 2021</i></p> <ul style="list-style-type: none"> Did not discuss <p><i>E-Gift Card Final Reports</i></p> <ul style="list-style-type: none"> Did not discuss | |
| 11. | <p>Date and Time of Next Meeting:</p> <p>The next meeting will be on Tuesday, May 11, 2021 at 9:00-10:30 a.m.</p> | No Action |

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| 12. | Motion to Adjourn Meeting: MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Carrie Percival Seconded by: Grettel Comas All in favour. CARRIED. The meeting was adjourned at 10:19 a.m. | No Action |
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