

<b>Meeting: Downtown Brampton BIA Board of Directors May 11, 2021</b>		
<b>Date:</b>	Tuesday, May 11, 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, Zeeshan Majid, Emma O'Malley, Carrie Percival, Kristina Romasco, Mark Sich, Councillor Santos, Councillor Medeiros	
<b>REGRETS:</b>	Horacio Herrera	
<b>GUEST(S):</b>	John Cutruzzola, Dave Kapil	
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir	
<b>CITY REPRESENTATIVE:</b>	Paul Aldunate, Gurvinder Singh, Councillor Fortini, Councillor Vincente	
<b>Item:</b>		<b>Actions:</b>
<b>1.</b>	<b>Call to Order (9:00a.m):</b> The meeting was called to order at 9:04 a.m.	No Action
<b>2.</b>	<b>Declaration of Quorum:</b> Positive	No Action
<b>3.</b>	<b>Additions to Agenda:</b> <ul style="list-style-type: none"> <li>• Add Retirement under item 7</li> <li>• Move item 9 before item 8</li> </ul>	No Action
<b>4.</b>	<b>Approval of Agenda:</b> MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda for Tuesday, May 11, 2021 be approved. Moved by: Peeyush Gupta Seconded by: Carrie Percival 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, April 13, 2021 be approved. Moved by: Peeyush Gupta Seconded by: Carrie Percival All in favour CARRIED	No Action
<b>7.</b>	<b>Governance:</b> <i>2020 Draft Audited Financial Statement</i> <ul style="list-style-type: none"> <li>• Received the final draft of the financial statement from KPMG</li> <li>• There is no significant change</li> <li>• KPMG is issuing a clean position, stating that is no issues reported by KPMG</li> <li>• Once signatures are attached the financial statement will be complete</li> <li>• The BIA ended with a surplus, the surplus was just over \$154k as it was a combined contribution from City costs that were from 2019, but due to timing was received in 2020</li> <li>• Grants received to the BIA for different initiatives</li> <li>• Analysis on the net result from the grants, and additional revenue</li> </ul>	

	<ul style="list-style-type: none"> <li>• Breaking even with all the expenses</li> </ul> <p>N.B.A.Domingue arrives at 9:11 a.m. MOTION THAT the Downtown Brampton BIA 2020 audit financial statement as presented be approved. Moved by: Rick Evans Seconded by: Peeyush Gupta All in favour CARRIED <i>Retirement</i></p> <ul style="list-style-type: none"> <li>• K.Romasco is retiring from the DBBIA as of June 1, 2021 as she has sold her business</li> <li>• An election will need to be done to fill the vacancy to be filled on the executive level</li> </ul>	
<p><b>8.</b></p>	<p><b>Wins:</b> <i>Downtown Members Update</i></p> <ul style="list-style-type: none"> <li>• Jesse Jones from Jones &amp; Jones Productions will be the host of the Bachelor in paradise Canada</li> <li>• B-Hive another incubator provider, and part of the innovation district is coming into the downtown, and formally opening on May 20</li> <li>• The Scented L'air hosted the Smelling Pink festival this past weekend, it was a positive event for the downtown</li> </ul> <p><i>BBOT: Awards May 6, 2021</i></p> <ul style="list-style-type: none"> <li>• Three businesses in the downtown won awards at last week's Brampton Board of Trade Excellence Awards</li> <li>• Razor Creative won for the Business services category</li> <li>• Scented lair won for the Retail category</li> <li>• Regeneration won for Community Impact Not for Profit</li> </ul> <p><i>Downtown Activations</i></p> <ul style="list-style-type: none"> <li>• All the digital files are at the printer for the Beaux Arts Window activation</li> <li>• There are 16 different artists be featured in the window installations at the three different locations</li> <li>• There will be QR codes on each window, and individuals can access more information and their artist statement</li> <li>• A formal media release will be released once the installation is complete</li> <li>• The Scented L'air has been hosting multiple workshops</li> <li>• The BIA has been working with A1 fitness on doing four fitness classes a week</li> <li>• AMA is doing virtual classes, and a 30km virtual run/walk throughout the month</li> <li>• Restyle Beauty Boutique has been doing Instagram lives every week, and doing a lot of engagement and exposure for the downtown</li> </ul> <p><i>City of Brampton Updates</i></p>	

	<ul style="list-style-type: none"> <li>• The City of Brampton was rated #13 for MacLean’s list of Best Communities in Canada 2021</li> </ul> <p><i>Sponsorship – for a Public Parklette at 65 Queen Street West</i></p> <ul style="list-style-type: none"> <li>• Thank you to John Cutruzzola for sponsoring \$5k for activation</li> </ul> <p><i>Staff Update</i></p> <ul style="list-style-type: none"> <li>• A.Philip has resigned from the Downtown Brampton BIA</li> <li>• In the progress of hiring a new Marketing &amp; Communication Specialist</li> <li>• T.Pecoskie-Schweir is doing her MBA at the DeGroot School of Business</li> <li>• S.Godefroy has been accepted into the IDA Emerging Leader Fellowship program which brings together a cohort of IDA professionals from within the urban district management industry</li> <li>• <i>OBIAA Videos</i> - Downtown Brampton was featured in the Digital Main Street’s video series for all BIA’s in Ontario</li> <li>• There was a specific downtown Brampton video, focussing on all the Brampton businesses success</li> </ul>	
<p><b>9.</b></p>	<p><b>Goals &amp; Challenges:</b></p> <p><i>Stay at Home Order</i></p> <ul style="list-style-type: none"> <li>• The City of Calgary has give their BIA’s tax break, and access to Federal and Provincial funds</li> <li>• S.Godefroy and Z.Majid are working on a proposal to bring back to the Board of Directors and council for 2022</li> </ul> <p><i>Water main Road Work Update</i></p> <ul style="list-style-type: none"> <li>• There have been a number of discussions with the board for construction slated to happen in the summer of 2021</li> <li>• For the interim water main project, there has been a survey conducted to the businesses and landlords</li> <li>• The survey results that have come in so far have been in favour of a full closure</li> <li>• Emergency services will be the number one priority, and a full report will come back about the full closure</li> <li>• There has been concerns with doing an interim water main project, without the full upgrades that was proposed for 2018</li> <li>• The BIA is delegating at Committee of council meeting with regards to the work happening this summer</li> <li>• To increase the business environment it is important to have trees and upgrades for the downtown</li> <li>• The LRT decision will be made in spring 2022, from there will have to look at funding, it will take a few years for construction to take place</li> <li>• Want to support the business community, and difficult to add trees and new items, and then have to tear them out if the LRT comes</li> <li>• The BIA needs a now strategy for the construction, and improvements happening in the downtown</li> </ul>	

	<p>MOTION            THAT the Downtown Brampton BIA endorse the BIA to delegate to City Council for a fulsome downtown streetscape and infrastructure upgrade aligned with the Region's water main and sewer work be approved.            Moved by: Rick Evans            Seconded by: Peeyush Gupta            All in favour            CARRIED            Councillor Medeiros leaves at 10:00 a.m.  <i>Region of Peel - Pilot Program for Downtown</i></p> <ul style="list-style-type: none"> <li>• S.Godefroy had a meeting with Peel staff, she has not seen the report, but wanted to make sure the voices of the businesses have been heard with crime and drug use in the downtown</li> <li>• Wants to make sure that the individuals who need help, are receiving it</li> <li>• <b>Action:</b> When the report is published, will share with the Board</li> </ul> <p><i>Safety - 7-Eleven</i></p> <ul style="list-style-type: none"> <li>• Prabmeet Sarkaria is having a Town Hall coming up soon</li> <li>• <b>Action:</b> Reschedule meeting with Prabmeet Sarkaria</li> </ul> <p><i>Development Updates Town Hall – May 18 7:00-8:30 p.m.</i></p> <ul style="list-style-type: none"> <li>• Being hosted by Councillor Santos and Vincente</li> <li>• Board members are welcomed to attend the Town Hall</li> </ul> <p><i>LRT Extension Update</i></p> <ul style="list-style-type: none"> <li>• Open house is open until May 13, 2021</li> <li>• It is an opportunity for local residents, landlords, business owners to give feedback on LRT extension</li> <li>• The LRT Open House has been emailed to members twice</li> </ul> <p><i>Downtown Brampton BIA Strategic Planning</i></p> <ul style="list-style-type: none"> <li>• Goal to have all the information compiled by the end of the month</li> <li>• Looking to have the updated Strategic Plan ready for the Board in June or July</li> </ul>	<p>S.Godefroy</p> <p>S.Godefroy</p>
<p><b>10.</b></p>	<p><b>BIA Reports:</b>  <i>Executive Directors Report: April 12 – May 11, 2021</i></p> <ul style="list-style-type: none"> <li>• <b>Action:</b> Email the Board of Directors the Executive Director report</li> <li>• The BIA has received approval for three positions for the Canada Summer jobs grant. The positions are: Activation coordinator, Social media Coordinator, and Downtown Cleaner</li> <li>• Overall the funds come to \$26k in a grant for three part time positions</li> <li>• <b>Action:</b> Post Canada Summer job positions on BIA website</li> <li>• Look at extending the delivery program, as it expires at the end of the month</li> <li>• Deliveries are \$13 and only delivering in Brampton, any outside deliveries is charged back to the particular business</li> <li>• <b>Action:</b> Analyze other options for delivery services, look at more frequency of deliveries and quotes from other organizations</li> </ul>	<p>T.Pecoskie-Schweir</p> <p>T.Pecoskie-Schweir</p>



	<p><i>Membership &amp; Special Projects Report – April 2021</i></p> <ul style="list-style-type: none"> <li>• Resolved Mailchimp issues</li> <li>• Updated Membership directory and added new business on Queen Street West</li> <li>• Have reached out to new businesses to set up Welcome Meetings</li> <li>• Hosted Virtual Business Mixer that featured Trivia component</li> <li>• Working on a new activation for the downtown, featuring Monopoly have had multiple planning meetings</li> </ul> <p><i>Social Media Report –April</i></p> <ul style="list-style-type: none"> <li>• K.Finnegan summarizing the posts and shares the DBBIA has been doing to show the BIA is featuring different businesses</li> </ul>	
<b>11.</b>	<p><b>Date and Time of Next Meeting:</b> The next meeting will be on Tuesday, June 8, 2021 at 9:00-10:30 a.m.</p>	No Action
<b>12.</b>	<p><b>Motion to Adjourn Meeting:</b> MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Peeyush Seconded by: Grettel All in favour. CARRIED. The meeting was adjourned at 10:30 a.m.</p>	No Action