

Meeting: Downtown Brampton BIA Board of Directors June 16, 2021		
Date:	Wednesday, June 16, 2021	Time: 9:00 a.m.-10:30 a.m.
Location:	Teams Call	
PRESENT MEMBERS:	Adriel Domingue, Grettel Comas, Rick Evans, Peeyush Gupta, Regan Hayward, Zeeshan Majid, Emma O'Malley, Carrie Percival, Mark Sich	
REGRETS:	Horacio Herrera, Councillor Medeiros, Councillor Santos	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
Item:		Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:04 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, June 16, 2021 be approved. Moved by: Regan Hayward Seconded by: Grettel Comas All in favour CARRIED	No Action
5.	Conflicts of Interests: There were no declared conflicts of interests.	No Action
6.	Board Reset: <ul style="list-style-type: none"> • C. Percival introduces herself as the new Chair of Downtown Brampton BIA Board of Directors • DBBIA Board of Directors are preparing for the next hurdle in the downtown, with regards to watermain construction • The board needs to be on the same page, and be a cohesive group • In Camera item is not to be addressed outside of the meeting, In Camera items are confidential • In Camera items are not to be discussed with staff • Everyone needs to be respectful of time and sticking to allocated meeting timeframe • Quorum is important to keep, and if individuals have to leave they should give a 5 minute warning to ensure, quorum is kept 	
7.	BIA Reports: <i>Executive Directors Report: May 11- June 8, 2021</i> <ul style="list-style-type: none"> • In last weeks meeting discussed the parklettes and the Board approved \$20,000 to go towards the parklettes and patios • S.Godefroy is working to get the agreements and insurance prepared with the landlords for the parklette, and patios • Should have a date early next week for the install date • DBBIA received six positions for the Canada Summer Jobs grant • 2 Social Media Coordinators, 2 Activation Coordinators, and 2 Downtown Cleaners • In the midst of brining on one of the Social Media Coordinators • Going to be posting the Activation Coordinator position • There are two high school co-op students helping with social media content with K. Finnegan and working on TikTok campaigns 	

	<ul style="list-style-type: none"> • The BIA has been working with Beaux Arts Brampton to have the window art installations • Currently have two installed, there will be a photo op this Saturday at the Farmers' Market and featuring the artists as well • Transitioning a few in-person coffee talks with outdoor patios opening • P. Aldunate has been working hard to help with the George Street walkway • S.Godefroy delegated to Region Council to address the safety issues in the downtown core with regards to the Welcoming Streets Pilot Project • Pilot project will be starting in Brampton, and the Region of Peel will be working with the City of Brampton ,Peel Regional Police, Regeneration and a number of services • The Motion was passed last Thursday, and will bring it back to the board in July • The BIA has been working on creating a new Strategic planning for 2022-2025 • There was a meeting on May 17,2021 for the BIA social media as per P. Gupta request • There was a highlight with a number of concerns, that some businesses have not been shared equally • The BIA share posts, and split sharing duties in the evenings and weekends between staff • K.Finnegan creates weekly schedules that reviews what is to be posted through the week • Discussed having schedules in advance for big events ex. Mother's and Father's Day • Businesses feel that the BIA should have someone to be handling social media 24/7 • The BIA is in the midst of hiring someone full time for the Marketing & Communication Specialist • The BIA are documenting all the posts and shared posts the BIA does everyday • In the meeting discussed the social media fairness with regards to the 300 plus businesses in the downtown • K.Finnegan tries to post different businesses everyday, with the exception of events/activations such as Father's Day promotions • The BIA has the discretion to not share an inappropriate post, but have not had to do this yet • In the Social Media meeting discussed the shopping bags, and the RFP for the delivery service • S.Godefroy has meetings with a number of businesses who have sent delivery proposals and bringing it back for the July Board of Directors meeting <p>A.Domingue arrives at 9:30 a.m.</p>	
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	<ul style="list-style-type: none"> • The BIA promotes the downtown as a whole and do not favour one business over another • K.Finnegan documents what business has been shared and how many times • If you tag the BIA on social media, they will share businesses story, and have within 24 hours to re-share • In the next few weeks if any businesses that do have concerns with social media, that they have conversations with the BIA staff and Board of Directors to see what can be done or changed • The DBBIA is to support businesses, and not do marketing for every business • The BIA should keep promoting the Farmers’ Market and help promote individuals into the downtown 	
8.	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, July 13, 2021 at 9:00-10:30 a.m.</p>	No Action
9.	<p>Motion to Adjourn Meeting: MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Peeyush Gupta Seconded by: Emma O’Malley All in favour. CARRIED. The meeting was adjourned at 9:58 a.m.</p>	No Action