

Meeting: Downtown Brampton BIA Board of Directors July 13, 2021		
Date:	Tuesday, July 13, 2021	Time: 9:00 a.m.-10:30 a.m.
Location:	Teams Call	
PRESENT MEMBERS:	Grettel Comas, Adriel Domingue, Rick Evans, Horacio Herrera, Peeyush Gupta, Zeeshan Majid, Emma O'Malley, Carrie Percival, Mark Sich, Councillor Santos,	
ABSENT:	Councillor Medeiros	
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
CITY REPRESENTATIVE:	Ryan Lynn, Gurvinder Singh	
Item:		Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:11 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, July 13, 2021 be approved. Moved by: Peeyush Gupta Seconded by: Grettel Comas 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, June 8 & 16, 2021 be approved. Moved by: Rick Evans Seconded by: Mark Sich All in favour CARRIED	No Action
7.	Governance: <i>Financial Report- May Operating Statements</i> <ul style="list-style-type: none"> Budget still on track N.B. E.O'Malley arrives at 9:15 a.m. <i>Board Vacancy – Regan Hayward</i> <ul style="list-style-type: none"> R. Hayward has submitted her resignation for the DBBIA Board of Directors, due to her stepping down from Beaux Arts Brampton There is an additional vacancy on the Board following the resignation of K.Romasco There are two options wait until the AGM to do a call for nomination to fill the two vacancies or do a call for nominations now Action: Send out the constitution to see who qualifies to sit on the Board to the current DBBIA Board of Directors Board of Directors are business owners or landlords in the BIA Action: Reach out to individuals who have showed interest in being a Board member in the past 	

	<ul style="list-style-type: none"> • Action: Put out a call for nomination by the end of the week • Deadline for nominations by July 31, bring nominations to the August Board meeting <p>MOTION THAT the Downtown Brampton BIA Board of Directors put a call for nomination for the two vacancies on the Board of Directors be approved. Moved by: Mark Sich Seconded by: Grettel Comas All in favour CARRIED</p> <p><i>Marketing Resources Update – New Hires</i></p> <ul style="list-style-type: none"> • Hired Nila Sureshkumar as the new Community Engagement and Social media Coordinator for the summer, through Canada summer jobs program • She will be working on photography and videos and social media content generation and working 21 hours a week • The DBBIA has hired K.Romasco as the new Marketing Communication Specialist, and she will be working 15-21 hours a week • DBBIA is also in the midst of hiring an Activation Coordinator and Downtown Cleaner • There is a new co-op student from Humber College who will also be doing 140 hours and working on a marketing campaign for construction <p><i>AGM Update</i></p> <ul style="list-style-type: none"> • Starting to plan for the Fall AGM • Looking for 2-3 Board members to assist in creating a small planning team to help strategize the AGM presentation and updates for the membership • Looking to do a hybrid model for the meeting, incorporating in-person and virtual attendance 	
<p>8.</p>	<p>Wins: <i>Guelph-Humber Partnership with City of Brampton</i></p> <ul style="list-style-type: none"> • Announced in June that the City of Brampton will have a partnership with Guelph-Humber, and help with bringing 5,000 students to downtown Brampton <p><i>Opening the Economy to Step 2 & 3 Friday, July 16, 2021</i></p> <ul style="list-style-type: none"> • Going into Step 3 this Friday • More things are starting to reopen including indoor dining, fitness, and more <p><i>Downtown Office</i></p> <ul style="list-style-type: none"> • There is a report going to Council in August, that will give Council more information on how the downtown office will look and function • This will be a location where individuals can go to for more information on the projects happening in the downtown <p><i>DT Members – Applewood Montessori Academy & Daycare</i></p>	

	<ul style="list-style-type: none"> • There is a new Daycare on Queen St West • T.Pecoskie-Schweir has reached out to Sarbat Foods and Sativa Bliss a few times to connect with regards to welcome meetings • Snax Shax just opened on Main Street North <p><i>Downtown Activations – Parklettes Update</i></p> <ul style="list-style-type: none"> • Bypass on George St and Parklette installed on Queen St E last week • Thank you to the City of Brampton for their help and support to getting the George St Bypass installed • Currently working on installing Parklette at 65 Queen St W, there needed to be sidewalk and repaving in order for Pop-Up Patio to install the parklette • There was a request to get the bypass on George St extended in front of Vesuvios and Pos Bueno Mexican Restaurant • There are concerns from the City of Brampton and By-Law to have the bypass extended in areas that does not have parking spaces or the accessibility parking spot in front of Pos Bueno’s • Action: Follow up with P.Aldunate to get an update on bypass extension 	
<p>9.</p>	<p>Goals & Challenges:</p> <p><i>Region Of Peel Interim water main update</i></p> <ul style="list-style-type: none"> • Notices were delivered to businesses about the upcoming interim work from the Region of Peel • The City of Brampton and the Region of Peel were in the progress of setting up regular meetings to create a strategy team for the watermain project • The BIA emailed out the notice to the membership • Region of Peel will be hosting a public information centre for the business community <p><i>Region of Peel - Pilot Program for Downtown</i></p> <ul style="list-style-type: none"> • Back in the fall Regional Council approved a pilot project • The Region approved \$250k to go towards this pilot program • Region of Peel staff gave a presentation on the pilot project in the Beautification & Safety meeting • Region of Peel has done research on other ambassador programs in Ontario • Mississauga Councillors are interested in having a program in their BIA’s depending on how the pilot project in Brampton goes • Only six months until held accountable to see whether or not the program continues, and gets duplicated in other BIA’s • Want to make sure the pilot project is successful and helps the vulnerable and creates a welcoming business environment for businesses, residents, and cultural events <p><i>Downtown Brampton BIA Strategic Planning</i></p> <ul style="list-style-type: none"> • Have the first draft of the Strategic Plan completed 	

	<ul style="list-style-type: none"> • Action: Send out the first draft of the Strategic Plan with the Executive Directors report tomorrow morning • The first draft is a summary of strategic action points that will begin in 2022-2025 • Over the summer finalizing the second draft by the end of August • Will be having a follow up meeting with the committee that has helped work on the strategic plan • Goal to have a completed plan for the fall to start implementing 	
<p>10.</p>	<p>BIA Reports: <i>Executive Directors Report: June 9-July 13, 2021</i></p> <ul style="list-style-type: none"> • Gearing up for the BRAMOPOLY activation in August • Creating life size game pieces to be spread out in the downtown • The total cost is \$9,180 plus HST • These pieces will be purchased and can be used throughout the year • Working with Classic Display's to create the pieces, have worked with them in the past with other projects and lighting <p>MOTION THAT the Downtown Brampton BIA Board of Directors approve the expense over \$5,000 to Classic Display to create giant game pieces for the BRAMOPOLY activation. Moved by: Peeyush Gupta Seconded by: Mark Sich All in favour CARRIED</p> <ul style="list-style-type: none"> • Going forward the Coffee Talks will be a hybrid model with some in-person and some virtual • Looking at how to increase business activations in the downtown core ex. AMA has coordinated outdoor fitness classes through the City of Brampton • The Scented L'air is planning on doing activations on the parklette on Queen Street East • The BIA has delegated quite a bit with regards to revitalization and watermain project <p>Councillor Santos leaves at 10:24 a.m.</p> <ul style="list-style-type: none"> • S.Godefroy is reaching out to MPP Prabmeet Sarkaria with regards to advocating against the downtown Brampton 7 – Eleven to not sell or consume alcohol in that location • S.Godefroy is repackaging the application from the CHCI grant for the CCRF grant • The DBBIA will be applying for a service squad for DMS3.0 • M. Parks who handles traffic in the downtown, has reached out to S.Godefroy with regards to reverting back to free street parking • The Curbside pick ups will be at the loading zones • Action: Send out notification to the BIA membership 	

	<ul style="list-style-type: none"> • S.Godefroy participating in a sub-committee last Thursday night with regards to Safety and will be following up with C. Percival, R. Evans and G. Comas to bring them up to date • The BIA has received additional BIA booth's in Ken Whillans Square • The BIA has is just wrapping up a survey with regards to the Farmers' Market • Need to promote Main and Queen Street businesses more • Action: Look into doing A-frames promoting businesses at Main and Queen Street <p>Z.Majid leaves at 10:38 a.m.</p> <ul style="list-style-type: none"> • Action: have the BIA create creative and work with K.Veno to implement a-frames for the Farmers' Market • In May put out an RFP for delivery proposals • Received two proposals one from Hopin and Deeleeo (delivery service offered through Algorithm) • Brought the proposals back to the Marketing committee and the recommendation was to put a pause for the summer and restart the delivery program during the holiday season • Three businesses were disappointed in the recommendation, as customers still don't feel comfortable coming downtown • The BIA has spent over \$12k on the program since October • The program was helpful during lockdown • Board supports the delivery program and to continue the program to support the five businesses who use the program • The program would be a subsidize where the business pays half for the delivery and the other half would be covered by the BIA <p>MOTION THAT the Downtown Brampton BIA Board of Directors extend the delivery service into a subsidized program with new delivery provider be approved. Moved by: Rick Evans Seconded by: Emma O'Malley All in favour CARRIED</p> <p><i>Membership & Special Projects Report – June, 2021</i></p> <ul style="list-style-type: none"> • Did not discuss <p><i>Social Media Report –June, 2021</i></p> <ul style="list-style-type: none"> • Did not discuss 	
<p>11.</p>	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, August 10, 2021 at 9:00-10:30 a.m.</p>	<p>No Action</p>

12.	Motion to Adjourn Meeting: MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Peeyush Gupta Seconded by: Adriel Domingue All in favour. CARRIED. The meeting was adjourned at 10:55 a.m.	No Action
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