

<b>Meeting: Downtown Brampton BIA Board of Directors August 10, 2021</b>		
<b>Date:</b>	Tuesday, August 10, 2021	<b>Time:</b> 9:00 a.m.-10:30 a.m.
<b>Location:</b>	Teams Call	
<b>PRESENT MEMBERS:</b>	Adriel Domingue, Rick Evans, Peeyush Gupta, Horacio Herrera, Zeeshan Majid, Emma O'Malley, Carrie Percival, Councillor Medeiros, Councillor Santos	
<b>REGRETS:</b>	Grettel Comas	
<b>ABSENT:</b>		
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir, Kristina Romasco	
<b>CITY REPRESENTATIVE:</b>	Paul Aldunate, Gurvinder Singh	
<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> MOTION: THAT the Downtown Brampton BIA Board of Directors add update on the watermain revitalization concerns under item 9 to the agenda be approved. Moved by: Rick Evans Seconded by: Councillor Santos All in favour CARRIED	No Action
<b>4.</b>	N.B. E.O'Malley arrives at 9:06 a.m. <b>Approval of Agenda:</b> MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda for Tuesday, August 10, 2021 be approved. Moved by: Rick Evans Seconded by: Horacio Herrera 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, July 13, 2021 be approved. Moved by: Councillor Santos Seconded by: Rick Evans All in favour CARRIED	No Action
<b>7.</b>	<b>Governance:</b> <i>Financial Report- June Operating Statements</i> <ul style="list-style-type: none"> <li>Nothing specific to draw attention to on June statements</li> </ul> <i>Board Vacancies &amp; Nominations Received</i> <ul style="list-style-type: none"> <li>Put out emails to the membership for Board nominations</li> <li>The following individuals expressed interest in joining the DBBIA Board of Directors</li> </ul>	



	<ul style="list-style-type: none"> <li>• <b>Action:</b> Do a photo-op with John Cutruzzola for sponsorship for the 65 Queen St W parklette</li> <li>• Discussed activations in the downtown core, and looking to activate those parklettes with buskers and music</li> </ul>	S.Godefroy
9.	<p><b>Goals &amp; Challenges:</b> <i>BRAMOPOLY</i></p> <ul style="list-style-type: none"> <li>• Launching BRAMOPOLY this Saturday at the Farmers’ Market, as well as promoting on social media</li> <li>• There are 20 businesses participating</li> <li>• The first 100 consumer who collect all 20 businesses stickers will receive \$20 downtown dollars</li> <li>• Each week there will be a \$100 draw and at the end there will be \$500 grand prize draw</li> <li>• The DBBIA worked with Classic Display’s to create giant 6’ tall pawn pieces in different colours that individuals can take pictures with and upload onto Instagram for \$100 downtown dollar draw</li> <li>• Should be an exciting activation to increase foot traffic into the downtown</li> </ul> <p><i>Downtown Delivery Program</i></p> <ul style="list-style-type: none"> <li>• The delivery program has changed to a cost sharing program, saving the DBBI more money for the membership</li> <li>• Had some mixed reactions from the few businesses who were using the program, and they did not want the delivery program to end</li> <li>• There were 4-5 businesses actively using the program</li> </ul> <p><i>Downtown Activations – Live Music in Public Spaces/Parklettes &amp; Nelson Square Parking Garage</i></p> <ul style="list-style-type: none"> <li>• Looking to change the top level of the Nelson Square parking garage into a rooftop patio which chef tastings, mural painting , live music and more</li> <li>• It is going to be a big and exciting project and require a lot of planning</li> <li>• It will be a pilot project, with the success of this move forward and creating a 8-12 week programs for each season</li> <li>• With the watermain construction and not knowing what is going on, it is a way to bring individuals into the downtown and activate the downtown core</li> <li>• Looking to launch this activation in mid September</li> <li>• Want to be able to utilize public spaces that are vacant and supporting local artists</li> <li>• Working with collaborating with the City and bringing restaurants from outside the BIA into the downtown</li> <li>• The program is to cost an estimate of \$50-60k , and the DBBIA &amp; City has secured some sponsorship already</li> <li>• Looking to co-align this activation with the Taste of Brampton</li> <li>• Depending on BIA budget see what the BIA can contribute</li> </ul>	



<p><b>10.</b></p>	<p><b>BIA Reports:</b>  <i>Executive Directors Report: July 13- August 10, 2021</i></p> <ul style="list-style-type: none"> <li>• S.Godefroy submitted another grant to OBIAA for Digital Main Street 3.0</li> <li>• In the process of onboarding Mahala as the new Activation Coordinator from the Canada Summer Jobs Grant</li> <li>• Farmers’ Market survey was attached in the board package with regards to the new location</li> <li>• <b>Action:</b> Review Farmers’ Market Survey at next Board meeting</li> </ul> <p><i>Membership &amp; Special Projects Report – July, 2021</i></p> <ul style="list-style-type: none"> <li>• Did not discuss</li> </ul> <p><i>Marketing &amp; Social Media Report –July, 2021</i></p> <ul style="list-style-type: none"> <li>• Did not discuss</li> </ul>	<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, September 14, 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: Emma O’Malley  All in favour.  CARRIED.  The meeting was adjourned at 10:38 a.m.</p>	<p>No Action</p>