

<b>Meeting: Downtown Brampton BIA Board of Directors September 14, 2021</b>		
<b>Date:</b>	Tuesday, September 14, 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, Horacio Herrera, Zeeshan Majid, Emma O'Malley, Carrie Percival, Mark Sich, Councillor Medeiros, Councillor Santos	
<b>REGRETS:</b>		
<b>GUESTS:</b>	Sean Liburd	
<b>ABSENT:</b>		
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir	
<b>CITY REPRESENTATIVE:</b>	Ryan Lynn	
<b>Item:</b>		<b>Actions:</b>
<b>1.</b>	<b>Call to Order (9:00a.m):</b> The meeting was called to order at 9:08 a.m.	No Action
<b>2.</b>	<b>Declaration of Quorum:</b> Positive	No Action
<b>3.</b>	<b>Additions to Agenda:</b> None	No Action
<b>4.</b>	<b>Approval of Agenda:</b> MOTION: THAT the Downtown Brampton BIA Board of Directors Agenda for Tuesday, September 14, 2021 be approved. Moved by: Rick Evans 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, August 10, 2021 be approved. All in favour CARRIED	No Action
<b>7.</b>	<b>Governance:</b> <i>Financial Report – July Operating Statement</i> <ul style="list-style-type: none"> <li>Nothing to point out at this point</li> <li>The BIA budget is still on track</li> <li>S. Godefroy and Z. Majid have been having regular meetings on the DBBIA budget</li> </ul> N. B. P. Gupta arrives at 9:11 a.m. <i>Board Election Results</i> <ul style="list-style-type: none"> <li>After the Board election on August 17 the board elected Sean Liburd from Knowledge Bookstore, and Ricky Viveiros from Hair Lab &amp; Co</li> <li>S. Godefroy will be sending the motion to Council</li> </ul> MOTION THAT the Downtown Brampton BIA Board of Directors endorse the two new Board members, Ricky Viveiros, and Sean Liburd to the DBBIA Board be approved. Moved by: Rick Evans	

	<p>All in favour. CARRIED.</p> <p><i>Board Candidacy</i></p> <ul style="list-style-type: none"> <li>• Reviewed correspondence from P. Fay from City of Brampton and reviewed the eligibility</li> <li>• S. Godefroy and C. Percival had a meeting with OBIAA as well to discuss the Board of Directors eligibility</li> <li>• S. Godefroy reviewed the BIA constitution and current practices with P. Fay</li> <li>• The Board of Directors are selected by election and voted by membership and can be from owner or business category</li> <li>• Two positions are held by appointed City Councillors</li> <li>• The BIA should establish board election policy that is referenced in constitution and amended from time to time when needed</li> <li>• <b>Action:</b> Establish a formal elections policy – Board and Suzy</li> </ul> <p>MOTION: THAT the Downtown Brampton BIA Board of Directors accept the report for Board Candidacy be approved. Moved by: Rick Evans Seconded by: Emma O’Malley All in favour CARRIED</p> <p><i>Expenses over 5k</i></p> <p>MOTION: THAT the Downtown Brampton BIA Board of Directors approve the expense over \$5,000 for the summer street banners from Artisan Streetscape. Moved by: Peeyush Gupta Seconded by: Grettel Comas All in favour CARRIED</p> <ul style="list-style-type: none"> <li>• Posted the Digital Main Street RFP on the website, and LinkedIn the closing date is the end of this week</li> <li>• The BIA will need to get a motion soon to approve the new DMS expense over \$5k</li> <li>• DMS helps businesses apply for the grant to assist them with digital marketing for their own business</li> <li>• DMS grant is not a grant for the BIA but for the businesses</li> <li>• <b>Action:</b> Inform the marketing &amp; events team about the new DMS squad</li> </ul> <p>N. B. Councillor Medeiros arrives at 9:46 a.m. C. Percival leaves at 9:47 a.m.</p>	
<p><b>8.</b></p>	<p><b>Wins:</b> <i>Downtown Brampton City Managed Office</i></p> <ul style="list-style-type: none"> <li>• The City of Brampton has just announced a downtown City office, being spearheaded by Clare Barnett and Ryan Lynn</li> <li>• C. Barnett and R. Lynn gave an update at last week’s coffee talk</li> </ul>	

	<ul style="list-style-type: none"> <li>• The downtown City office has been implemented to assist the downtown Brampton BIA membership, business owners and residents on the projects happening in the downtown</li> <li>• Downtown connect event happening a few times a month, first session happening this Friday led by C. Barnett and R. Lynn</li> <li>• Getting more information on how they will be collaborating with the DBBIA</li> </ul> <p><i>Bramopoly</i></p> <ul style="list-style-type: none"> <li>• There were a lot of businesses behind the scene with putting together BRAMOPOLY</li> <li>• There were a lot of individuals walking the streets and participating in BRAMOPOLY , with a lot of contesting and downtown dollars given out</li> </ul> <p><i>DT Members – new businesses</i></p> <ul style="list-style-type: none"> <li>• Reached out to new members</li> <li>• Had set up welcome meetings with new businesses</li> <li>• New businesses Lot 5 Steakhouse opening on October 1</li> <li>• Top 5 DOA new barber shop on Queen St W</li> <li>• Snax Shax</li> </ul> <p><i>Downtown Activations</i></p> <ul style="list-style-type: none"> <li>• Looking at placing banner artwork at 65 Queen St W parklette</li> <li>• C. Percival, S. Godefroy, and Councillor Santos have had multiple meetings with potential sponsors and multiple meetings with city staff to activate the Nelson Square space</li> <li>• There is a meeting this Thursday about activating the space</li> <li>• The goal is to activate the Nelson Square parking garage by the end of September to paint the picnic tables</li> <li>• Different departments from the City of Brampton , businesses, and other organizations would sponsor the picnic tables and have them painted</li> <li>• Secured planters, picnic tables, and flowers for the parking garage</li> <li>• Still work being done on more sponsorship going into the spring</li> <li>• Plans of having a mural and J. Cutruzzola is the original architecture of the garage and looking at getting involved with the project</li> <li>• For 65 Queen St W need to get the sidewalks fixed, there is a temporary solution for the asphalt and discussed potential of doing a mural on the asphalt</li> <li>• Action: Follow up with mural and asphalt and get an update on the watermain work in front of 65 Queen St W</li> </ul>	
<p><b>9.</b></p>	<p><b>Goals &amp; Challenges:</b> <i>DBBIA 2022 Budget</i></p> <ul style="list-style-type: none"> <li>• The DBBIA hosted three different budget workshops</li> <li>• Included the minutes and feedback from those minutes in the board package</li> </ul>	

	<ul style="list-style-type: none"> <li>• There is a survey going out to the businesses and landlords for the their top 3 priorities</li> <li>• Look at having committee team meetings and see what the team members want to see for the 2022 budget</li> <li>• Bring back a draft budget for the October Board of Directors meeting</li> </ul> <p><i>Taste of Brampton</i></p> <ul style="list-style-type: none"> <li>• Working with the City of Brampton again to launch the Taste pass again</li> <li>• The Taste of Brampton will be running from October 14-28</li> <li>• Currently have 23 businesses on board for the activation</li> </ul> <p><i>Region Of Peel Interim water main update</i></p> <ul style="list-style-type: none"> <li>• Tender going out this week, there has been a delay</li> <li>• Once it is awarded, the Region and City will set up information sessions</li> <li>• There is currently no start date for the project at this time</li> <li>• Two weeks allowed to submit bids</li> <li>• The City and Region have to select a contractor and negotiate with the contractor about the staging of construction</li> <li>• The BIA has been asking about when the shovels will go into the ground, and the response was before December</li> <li>• The BIA did ask when there will be a mitigation plan that the BIA can review with regards to construction: ex. dirty windows, parking</li> </ul> <p><i>Region of Peel Welcoming Streets Pilot Program for Downtown Brampton</i></p> <ul style="list-style-type: none"> <li>• In process of hiring staff for the pilot project</li> <li>• The BIA would like to thank the Councillors and all the hard work they have done, to bring this to the Region of Peel</li> <li>• <b>Action:</b> Bring back more information on this pilot project to the BIA membership by the end of the month</li> </ul> <p><i>Downtown Brampton BIA Strategic Planning</i></p> <ul style="list-style-type: none"> <li>• Sent strategic planning documents in the board package</li> <li>• C. Percival, S. Godefroy, and K. Romasco had a meeting last week to review the document</li> <li>• There was a number of business involved with the strategic plan</li> <li>• <b>Action:</b> Set up a board meeting to review the attached Strategic Plan document, and timeline for implementation on Tuesday, May 21, 2021 from 9:00-10:00 a.m.</li> </ul>	
<p><b>10.</b></p>	<p><b>BIA Reports:</b></p> <p><i>Executive Directors Report: August 11- September 13, 2021</i></p> <ul style="list-style-type: none"> <li>• Did not discuss</li> </ul> <p><i>Membership &amp; Special Projects Report – August, 2021</i></p> <ul style="list-style-type: none"> <li>• Did not discuss</li> </ul> <p><i>Marketing &amp; Social Media Report –August, 2021</i></p> <ul style="list-style-type: none"> <li>• Did not discuss</li> </ul>	

<b>11.</b>	<b>Date and Time of Next Meeting:</b> The next meeting will be on Tuesday, October 12, 2021 at 9:00-10:30 a.m.	No Action
<b>12.</b>	<b>Motion to Adjourn Meeting:</b> MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Grettel Comas Seconded by: Horacio Herrera All in favour. CARRIED. The meeting was adjourned at 10:35 a.m.	No Action