

<b>Meeting: Downtown Brampton BIA Board of Directors November 2, 2021</b>		
<b>Date:</b>	Tuesday, November , 2021	<b>Time:</b> 9:00 a.m.-10:30 a.m.
<b>Location:</b>	West Tower Board rooms 2C & 2D	
<b>PRESENT MEMBERS:</b>	Adriel Domingue, Rick Evans, Peeyush Gupta, Sean Liburd, Zeeshan Majid, Carrie Percival, Mark Sich, Ricky Viveiros, Councillor Santos	
<b>REGRETS:</b>	Councillor Medeiros	
<b>ABSENT:</b>	Horacio Herrera	
<b>STAFF:</b>	Suzy Godefroy, Teagan Pecoskie-Schweir	
<b>Item:</b>		<b>Actions:</b>
<b>1.</b>	<b>Call to Order (9:00a.m):</b> The meeting was called to order at 9:05 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, November 2, 2021 be approved. Moved by: Councillor Santos Seconded by: Peeyush Gupta 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>2022 Draft Budget:</b> <ul style="list-style-type: none"> <li>• The salary expense will stay the same as the prior year</li> <li>• <b>Administration:</b> and operating lines have a minimal change , with rent increasing as per the rent agreement</li> <li>• <b>Beautification:</b> seasonal banner installations will have \$4,500 based on allocation from this current year</li> <li>• Recommending to keep the beautification rebate the same</li> <li>• Looking to do holiday baskets for 2022 , budgeted for \$15k based on costs in the past</li> <li>• Adding a Street cleaning budget ex. power washing, based on conversations with various cleaning companies and received one realistic quote for \$20k</li> <li>• Looking at doing two big steam cleans in the downtown</li> <li>• No fee for parkettes as the BIA is gearing up for construction</li> <li>• No cost for welcoming streets as it is funded by the Region of Peel</li> </ul> N.B. E. O'Malley arrives at 9:14 a.m. N.B. G. Comas arrives at 9:16 a.m. <ul style="list-style-type: none"> <li>• Greenscaping budget for \$35k for additional planters and watering</li> <li>• Need to have something in the budget for clean up in the downtown especially for emergency clean up</li> <li>• Take \$5k out of Greenscaping and direct it towards emergency clean up / Hazardous waste cleanup line item</li> <li>• Emergency clean up is directed towards private property</li> <li>• <b>Action:</b> Get a clean schedule for the downtown and share with the DBBIA members</li> <li>• Marketing and Public relations budgeted for \$91,350 for 2022</li> </ul>	S. Godefroy

	<ul style="list-style-type: none"> <li>• Where \$30k will be towards the discover magazines</li> <li>• \$2,500 for social media advertising</li> <li>• Special projects just over \$40k which goes towards professional services, postcards, Farmers Market, summer campaign, spend your dollars program, and social media contesting</li> <li>• The DBBIA is continuing with the marketing rebate and sponsoring the Santa Claus parade</li> <li>• <b>Action:</b> Check to see if the Santa Claus parade is happening in 2022</li> <li>• Continuing with \$12,500 for community events and sponsorship</li> <li>• Budgeted \$108,500 for events in 2022</li> <li>• Focusing on events such as: Ladies Night Out, Bramopoly, holiday programming, Easter Egg Hunt, Trick or Treat, \$20k for horse and carriage rides for Valentines, mother Day, and the holiday season, Taste of Brampton, and Special Events rebate</li> <li>• <b>Action:</b> Take back to event team for summer budget with regards to Party in the Lanes and reducing Taste of Brampton budget</li> </ul> <p>N. B. R. Viveiros arrives at 9:39 a.m.</p> <ul style="list-style-type: none"> <li>• <b>Action:</b> Create a calendar that plans out events for the year</li> <li>• Can always move certain items around after the budget is approved</li> <li>• There is no change in proposed numbers for the Safety budget</li> <li>• Summer in-kind considered an in and out from the City</li> <li>• Levy number is staying the same</li> <li>• City relief comes in from lost levy from City acquired purchases</li> <li>• In 2020 there was quite a bit of unspent operating expenses due to COVID</li> <li>• There was a suggestion of drawing from the reserve and utilizing the unspent expenses from 2020 in 2022</li> </ul> <p>MOTION:            THAT the Downtown Brampton BIA Board of Directors approve the 2022 budget as presented with any shortfall funded from the contribution from reserve (from the unspent operating expenses from 2020), and authorize the treasurer to make necessary adjustments as it relates to the budgeted tax arbitration expense after review with city of Brampton tax staff.            Moved by: Peeyush Gupta            Seconded by: Grettel Comas            All in favour            CARRIED</p>	<p>S. Godefroy</p> <p>S. Godefroy</p> <p>S. Godefroy</p>
<p><b>8.</b></p>	<p><b>Date and Time of Next Meeting:</b>            The next meeting will be on Tuesday, December 14, 2021 at 9:00-10:30 a.m.</p>	<p>No Action</p>

9.	<b>Motion to Adjourn Meeting:</b> MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Grettel Comas Seconded by: Peeyush Gupta All in favour. CARRIED. The meeting was adjourned at 9:51 a.m.	No Action
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