

Meeting: Downtown Brampton BIA Board of Directors December 14, 2021		
Date:	Tuesday, December 14, 2021	Time: 9:00 a.m.-10:30 a.m.
Location:	West Tower Board rooms 2C & 2D	
PRESENT MEMBERS:	Grettel Comas, Adriel Domingue, Rick Evans, Peeyush Gupta, Sean Liburd, Zeeshan Majid, Emma O'Malley, Carrie Percival, Mark Sich, Ricky Viveiros, Councillor Santos, Councillor Medeiros	
REGRETS:	Horacio Herrera	
ABSENT:		
STAFF:	Suzy Godefroy, Teagan Pecoskie-Schweir	
Item:		Actions:
1.	Call to Order (9:00a.m): The meeting was called to order at 9:06 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, December 14, 2021 be approved. Moved by: Grettel Comas Seconded by: Rick Evans 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, November 2, 2021 be approved. Moved by: Rick Evans Seconded by: Grettel Comas All in favour CARRIED	No Action
7.	Governance: <u>Financial Report - Operating Statements</u> <ul style="list-style-type: none"> There are no specific comments for the October operating statement, the DBBIA is still on track Z. Majid will be doing an annual review before the year end, once we receive the November statements <u>Expenses over 5k – Hanging Baskets & Garden Square Rental</u> MOTION THAT the Downtown Brampton BIA Board of Directors approve expense over \$5k for hanging baskets being split between the DBBIA and City of Brampton. Moved by: Rick Evans Seconded by: Peeyush Gupta All in favour CARRIED <ul style="list-style-type: none"> Garden Square rental fee quite large for the use of the Shine Bright Celebration on November 26 & 27 	

	<p>N.B.E.O'Malley arrives at 9:12 a.m.</p> <ul style="list-style-type: none"> • The expense is over \$7,200 • S. Godefroy is working with the City of Brampton and Z. Majid to see if the BIA can use in-kind services to pay for some of the expense • There is a letter going out to City staff for the costs of Spooktacular Saturday and events for the holiday season and then bring it back to the board • The City added fencing, contact tracing, and security to the invoice within two weeks before the event, which is why the invoice was so high <p><u>Clarification of Board Qualifications</u></p> <ul style="list-style-type: none"> • Everyone on the Board of Directors qualify to sit on the DBBIA BOD • C. Percival, and S. Godefroy spent a lot of time with OBIAA and the City Clerk going over eligibility • If someone changes their status and the qualifications remain the same, they are still eligible to be on the board 	
<p>8.</p>	<p>Downtown Brampton BIA 2022 Budget Update:</p> <ul style="list-style-type: none"> • S. Godefroy and Z. Majid made a presentation to council on November 29 with regards to the DBBIA 2022 budget • The BIA budget was formally approved on December 8 • Thank you to Z. Majid for his assistance for helping with the development of the budget 	
<p>9.</p>	<p>Wins:</p> <p><u>My Main Street Grant</u></p> <ul style="list-style-type: none"> • The DBBIA has applied for a lot of grants throughout this past year • The DBBIA Received the Digital Main Street grant earlier this year and My Main Street grant on December 8 • The DBBIA has conditionally been approved for over \$125k for My Main Street • The grant is to reimburse the BIA for programs done in 2021 • Including costs for the spring intervention with Beaux Arts window installation, parklettes, and more <p>N.B.R. Viveiros arrives 9:22 a.m.</p> <ul style="list-style-type: none"> • The funding would go to community art activations such as Nelson's Rooftop • The DBBIA is also working on winter art intervention and enhancing the back entranceways for businesses to assist with construction • The DBBIA has until February 1, 2022 to submit the receipts for all art activations from 2021 for the My Main Street grant • Thank you to R. Evans and G. Comas support and help with the My Main Street application <p>Other:</p> <ul style="list-style-type: none"> • T.Pecoskie-Schweir has just graduated with her MBA full while balancing work and school full-time 	

	<ul style="list-style-type: none"> • T.Pepe received a grant for \$18k for the John Street Junction for Queen St E back entrances • There are a few conditions before an agreement can be made where T. Pepe works with the City of Brampton and BIA with regards to this revitalization as there is overlap with the work both organizations are doing • The DBBIA has invited T. Pepe to submit a proposal for sponsorship • The DBBIA Community Sponsorship applications closes December 31, 2021 • Thank you to T. Pecoskie-Schweir for her hard work with regards to planning the holiday activations • The DBBIA will be reducing coffee talks • These past few weeks have hosted Coffee talks with WPG Employment Services, STEPS, and in-person coffee talk with Clinton Baretto from Homeless Health peel • Segovia Coffee is moving today and hoping to be open this Friday <p><u>Beaux Arts Brampton & Regan Hayward</u></p> <ul style="list-style-type: none"> • Has been invited to sit on the Board of Directors for McMichael art Gallery. This is a great honour, there will be an event this Friday evening to celebrate <p><u>Downtown Activations – Nelson Square Parking Garage</u></p> <ul style="list-style-type: none"> • The DBBIA has done a few partnerships and sponsorships for the picnic tables and the whole parking garage • Applying for the change of use for the Nelson’s Rooftop parking garage 	
<p>10.</p>	<p>Goals & Challenges:</p> <p><u>DBBIA AGM October 26, 2021</u></p> <ul style="list-style-type: none"> • The DBBIA lost quorum during the AGM back in October, and was not able motion to receive the audited financial statements for 2020 • The 2020 audited financial statements will be brought up in the AGM in 2022 with the 2021 audited to both be received • The AGM is scheduled for May 2022 • Action: Make an inquiry with the Clerk’s office about a remedy that is appropriate when quorum is lost • In the constitution it states there must be a minimum of 20 non BIA board members present to have quorum • There was a discussion about amending the constitution and revisiting the quorum requirement • Board members would like to keep the quorum at 20 • Looking to have an in-person AGM in May <p><u>DBBIA Strategic Plan 2022 – 2025</u></p> <ul style="list-style-type: none"> • A big part of the strategic plan is membership engagement • Launching the strategic plan sometime in January 2022 	<p>S. Godefroy</p>

	<ul style="list-style-type: none"> • The DBBIA will be doing different sessions in January in the office, for businesses to review the new strategic plan and the DBBIA will be doing a formal presentation to Council in January as well <p><u>Region of Peel Interim Water Main Update</u></p> <ul style="list-style-type: none"> • The BIA was made aware last night that the contractor was selected and notified this morning that the staging plan for construction is to begin in late January • They will be starting with Queen St E • There is no Downtown office coordinator hired yet from the City of Brampton, this individual would be the liaison between business, city and region filled • The BIA is stuck with no communication to send out to businesses • The BIA is trying to find alignment with the City of Brampton, And Region of Peel to have one communication plan • Strat Comm. is working on putting together a communications strategy • There was a discussion that the Region of Peel will be doing purely operations communication • The BIA has shared old files from Downtown Reimagined' s communication plan • S. Godefroy has also shared Huntsville, Kingston, Belleville, Oakville and Burlington construction works and mitigation plans to the City of Brampton • The BIA does not have a plan or information from the City of Brampton about construction yet • Downtown Reimagined had a plan, office, banners, documents, website, emails to communicate and share updates with regards to the work that was suppose to happen <p><u>Region of Peel Welcoming Streets Pilot Program for Downtown Brampton</u></p> <ul style="list-style-type: none"> • Waiting to get information for staff being hired and the launch of this program 	
<p>11.</p>	<p>Homeless Health Peel – Clinton Baretto presentation:</p> <ul style="list-style-type: none"> • S. Godefroy has had a few meetings with Clinton Baretto a nurse practitioner , who also has a business in the downtown called Homeless Health Peel • He has been assisting with the vulnerable population in the downtown, and with the Regeneration drop in Centre • He has made a few presentations to BIA at the Beautification & safety meeting and Coffee talk • He has reached out to the DBBIA to get support to build a hospice north of the downtown • His vision is to help people who have health issues and die in a dignify manner who are Brampton residents • He has a project in the works of building this hospice south of Vodden 	

	<ul style="list-style-type: none"> • Part of his vision is to have long term partnerships with restaurants in the downtown to provide food services and support local • He has an economic component to support the downtown needs • He's in the beginning phase of launching this project • He is committed and dedicated working with the vulnerable • He led the covid isolation centre in Peel last year • He has worked with outreach workers with the Region of Peel • The support he is asking for is reasonable, to provide a solution with those who need the help in the downtown and in the community • Action: move forward for a letter of support from the downtown BIA board of directors to support Clinton's initiative 	S. Godefroy
12.	<p>BIA Reports:</p> <p><u>Executive Directors Report: September 14- December 14, 2021</u></p> <ul style="list-style-type: none"> • There will be more expenses to be approved by the end of the month for the art interventions for My Main Street Grant • Hoping to have more information this Thursday with the City of Brampton with regards to the contractor selected • The My Main Street representative is helping S. Godefroy with the application for another grant she applied to earlier this year that the DBBIA did not receive • Looking at an activation strategy in the public spaces ex. buskers to help bring more life to the downtown • The BIA can reapply for My Main Street grant year 2, applications open on December 1st and end February 1, 2022 • The rep will review the application before the BIA submits to ensure there is no holes with the applications • The DBBIA has hired a new Marketing Engagement employee through Canada summer jobs • Pop up patio is removing the Queen St E Parklette based off the businesses survey results • No updates on when the Main St North and South parklettes will be removed • Both of the parklettes are well received by the businesses in those areas and trying to keep them out as long as the BIA can <p><u>Membership & Special Projects Report - October & November, 2021</u></p> <ul style="list-style-type: none"> • There has been an increase of rebates applied for in the last few months • There has been a lot of downtown dollars being reimbursed • The DBBIA has been busy with Spooktacular Saturday, Shine Bright Celebration, and the other holiday activations <p><u>Marketing & Social Media Report - October & November, 2021</u></p> <ul style="list-style-type: none"> • K. Romasco has submitted a thorough marketing report 	

	<ul style="list-style-type: none"> • The Discover holiday magazine had 18k copies delivered to homes in a 1-5 km radius of downtown, and 2k delivered to businesses to distribute to their customers • The BIA has repackaged some old videos and doing new videos • Delivered post cards through Canada post as well as distributed to businesses • There has been weekly consumer e-news with different holiday activations included • Carriage rides have been well received and have been fully booked • Community is happy to see the carriage rides back • K. Romasco is working on marketing initiatives for the first quarter of 2022 	
12.	<p>Date and Time of Next Meeting: The next meeting will be on Tuesday, January 11, 2022 at 9:00-10:30 a.m.</p>	No Action
13.	<p>Motion to Adjourn Meeting: MOTION THAT the Downtown Brampton BIA Board of Directors meeting be adjourned. Moved by: Peeyush Gupta Seconded by: Sean Liburd All in favour. CARRIED. The meeting was adjourned at 10:26 a.m.</p>	No Action