October 7, 2015

Regular Meeting – 1:00 p.m.

Council Chambers – 4th Floor – City Hall

**Members:**
- City Councillor J. Bowman – Wards 3 and 4 (Chair)
- Regional Councillor G. Gibson – Wards 1 and 5
- Regional Councillor E. Moore – Wards 1 and 5
- Regional Councillor M. Palleschi – Wards 2 and 6
- Regional Councillor M. Medeiros – Wards 3 and 4
- Regional Councillor G. Miles – Wards 7 and 8
- Regional Councillor J. Sprovieri – Wards 9 and 10
- City Councillor D. Whillans – Wards 2 and 6
  *(Vice-Chair, Economic Development and Enterprise Services)*
- City Councillor P. Fortini – Wards 7 and 8
- City Councillor G. Dhillon – Wards 9 and 10

For inquiries about this Agenda, or to make arrangements for accessibility accommodations for persons attending (some advance notice may be required), please contact:

Sonya Pacheco, Legislative Coordinator
Phone (905) 874-2178, TTY (905) 874-2130, cityclerksoffice@brampton.ca

Note: Some meeting information may also be available in alternate formats, upon request.
Note: Please ensure all cell phones, personal digital assistants (PDAs) and other electronic devices are turned off or placed on non-audible mode during the meeting.

A. **Approval of Agenda**

B. **Declarations of Interest under the Municipal Conflict of Interest Act**

C. **Consent**

   * The following items listed with an asterisk (*) are considered to be routine and non-controversial by the Committee and will be approved at this time. There will be no separate discussion of any of these items unless a Committee Member requests it, in which case the item will not be consented to and will be considered in the normal sequence of the agenda.

   (J1)

D. **Announcements**

E. **Delegations**

F. **Staff Presentations**

G. **Economic Development and Enterprise Services**  
   *(Vice-Chair, City Councillor D. Whillans)*

   G 1. Economic Development

   G 2. Office of the Central Area

   G 3. Festivals and Special Events

H. **Minutes**

I. **Other/New Business**
I 1. Report from D. Cutajar, Chief Operating Officer, dated September 23, 2015, re: Request to Rename the Brampton Downtown Business Association (File CE.x).

Recommendation

J. Referred Matters

* J 1. Referred Matters List – Economic Development Committee

To be received

K. Deferred Matters

L. Notices of Motion

M. Correspondence

N. Councillors Question Period

O. Public Question Period

15 Minute Limit (regarding any decision made at this meeting)

P. Closed Session

Q. Adjournment

Next Regular Meeting: October 21, 2015
Date: September 23, 2015

File: CE.x

Subject: Request to Rename the Brampton Downtown Business Association

Contact: Dennis Cutajar, Chief Operating Officer (Tel: 905-874-2698)

Overview:

- On September 22, 2015 the City of Brampton received a letter from the Board of Management of the Brampton Downtown Business Association (BDBA) requesting that the corporate name of its organization be changed to the Downtown Brampton BIA.

- By-law 88-2015 establishes Council authority to approve name change requests.

- Staff has reviewed this request and have no concerns with the name change and recommends approval of the new name Downtown Brampton BIA.

Recommendations:

1. That, the report from Dennis Cutajar, Chief Operating Officer, dated September 23, 2015 to the Economic Development Committee meeting of October 7, 2015, re: Request to Rename the Brampton Downtown Business Association, be received; and

2. That, Council approve the name “Downtown Brampton BIA”, including the use of the word Brampton, as the new corporate name of the Downtown Brampton Business Improvement Area (the “BIA”) replacing the name “Brampton Downtown Business Association (BDBA)”; and

3. That, the Board of Management of the BIA be requested to update its current and future corporate documents, marketing materials, and communication channels to reflect the new corporate name “Downtown Brampton BIA”, and further the Board of Management be requested to register the related words and designs used by the Board as brands of the BIA as official marks pursuant to the Trade-marks Act, and further that the Chief Operating Officer be authorized to sign and to deliver, on behalf of the City of Brampton, any consent or consents to such registrations as required by the Canadian Intellectual Property Office; and
4. That, Paragraph 4.2 of City of Brampton By-law 88-2015 be deleted and the following is substituted therefor: “The name of the corporation is the Downtown Brampton BIA. The Board may change the name of the corporation, subject to the prior approval of Council”; and

5. That, City staff be requested to update By-laws, policies and other corporate documents to reflect the new name of the BIA, being “Downtown Brampton BIA”.

Background:

This report originates from a letter of request received by the City of Brampton on September 22, 2015 from the Board of Management of the Brampton Downtown Business Association.

This Board is responsible for the operations and transaction of the business affairs of the BIA (City of Brampton By-law 88-2015).

A copy of the letter can be found in Appendix 1.

Current Situation:

The Board of Management has requested Council to approve the corporate name “Downtown Brampton BIA”, replacing the corporate name “Downtown Brampton Business Association”.

Corporate Implications:

Financial Implications:

There is not a financial impact on the City of Brampton related to this request.

The Board of Management shall incur incidental cost related to this name change, such as updating communication materials, corporate documents and protecting its intellectual property.

Other Implications:

As stated in City of Brampton By-law 88-2015 (Paragraph 4.3) the Board of Management has the responsibility to register the words and designs used by the Board as brands of the BIA as official marks pursuant to the Trade-marks Act, provided that any mark using the word “Brampton” or using any official mark owned by the municipality shall require the prior approval of Council. The recommendations in this report address this requirement.

Other minor implications include housekeeping amendments to City of Brampton By-law 88-2015 (Paragraph 4.2). This item has also been addressed in the recommendations section of this report.
Strategic Plan:

This report achieves the Strategic Plan priorities and initiatives related to the beautification and promotion of Downtown Brampton as a shopping district.

Conclusion:

In conclusion, staff has no objections or concerns with the corporate name request submitted by the Board of Management of the Business Improvement Area.

Based on the contents of this report staff recommends that Council approve the corporate name Downtown Brampton BIA, as requested.

Dennis Cutajar
Chief Operating Officer

Appendix 1: Letter of Request from the Board of Management of the Brampton Downtown Business Association

Report authored by: Dennis Cutajar, Chief Operating Officer

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<td>Chief Administrative Officer</td>
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September 15, 2015

To: Councillor Bowman, Chair
CC: Members of the Economic Development Committee
From: Kyle Pulis, Chair
Brampton Downtown Business Association

Good day Councillor Bowman,

The Brampton Downtown Business Association wishes the approval of the City of Brampton Council to change the name of the organization.

As per by-law 88 – 2015
4.2 The name of the corporation is the Brampton Downtown Business Association ("BDBA"). The Board may change the name of the corporation, subject to prior approval of council.

To follow procedure, we are asking to change the name of the organization to Downtown Brampton BIA. The motion to make the change was voted and approved at the BDBA's monthly Board Meeting, Tuesday, September 8, 2015.

Any questions regarding the name change may be addressed to Lisa Wright, Interim Manager, Brampton Downtown Business Association.

Thank you for considering our request.

Kyle Pulis, Chair
Brampton Downtown Business Association

BDBA
### Economic Development and Enterprise Services

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<th>RML ID</th>
<th>Date</th>
<th>Resolution Motion</th>
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<th>Report to Committee</th>
<th>Report Name (working title only)</th>
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Date: October 7, 2015