October 7, 2015

**Members Present:**
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 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

**Members Absent:**  
Regional Councillor G. Miles – Wards 7 and 8 *(personal)*  
Regional Councillor M. Medeiros – Wards 3 and 4 *(other municipal business)*

**Staff Present:**  
M. Ball, Acting Chief Administrative Officer  
**Office of the Chief Operating Officer:**  
D. Cutajar, Chief Operating Officer  
T. Plant, Director, Strategic and Enterprise Services  
B. Darling, Advisor  
**Corporate Services Department:**  
P. Fay, City Clerk, Corporate Services  
E. Evans, Deputy Clerk, Corporate Services  
S. Pacheco, Legislative Coordinator, Corporate Services
The meeting was called to order at 1:00 p.m. and adjourned at 1:32 p.m.

A. **Approval of Agenda**

ED064-2015 That the agenda for the Economic Development Committee Meeting of October 7, 2015 be approved, as amended, to add the following item:

G 2-1. Discussion at the request of City Councillor Whillans, re: **Central Area Update**.

Carried

Note: Later in the meeting on a two-thirds majority vote to re-open the question, Item G 2-1 was added to the agenda.

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

C. **Consent**

The following items listed with an asterisk (*) were considered to be routine and non-controversial by the Committee and were approved at one time.

(J1)

D. **Announcements** – nil

E. **Delegations** – nil

F. **Staff Presentations** – nil

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

G 1. Economic Development – nil

G 2. Office of the Central Area
G 2-1. Discussion at the request of City Councillor Whillans, re: Central Area Update.

Note: On a two-thirds majority vote to re-open the question, Item G 2-1 was added to the agenda.

In response to a request from Committee, B. Darling, Advisor, Office of the Chief Operating Officer, provided an update on the various projects and new business openings occurring in the Downtown and Central Area, and the positive economic impact of these investments.

Committee discussion took place with respect to the following:
- Request for regular updates on:
  - Downtown and Central Area activities (e.g. business openings, development, events, etc.) and the resulting economic impact
  - the corporate calling program
- Number of restaurants in Downtown and the potential for it to become a restaurant district
  - Restaurant districts in other municipalities
  - Potential benefits and challenges of restricting vehicular access in such districts
- Winter programming in Garden Square

G 3. Festivals and Special Events – nil

H. Minutes – nil

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).

D. Cutajar, Chief Operating Officer, provided an overview of the request from the Brampton Downtown Business Association to change its corporate name to Downtown Brampton BIA. Mr. Cutajar advised that a corporate name/trademark search was conducted to confirm the name is available for use, and added that staff has no objections to the request.

Mr. Cutajar responded to questions from Committee with respect to the following:
The following motion was considered.

ED065-2015

1. That the report from D. 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 (File CE.x) be received; and,

2. That the name "Downtown Brampton BIA" be approved, 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".

Carried
J. Referred Matters

* J 1. Referred Matters List – Economic Development Committee

The following motion was considered.

ED066-2015 That the Referred Matters List – Economic Development Committee to the Economic Development Committee Meeting of October 7, 2015, be received.

Carried

K. Deferred Matters – nil

L. Notices of Motion – nil

M. Correspondence – nil

N. Councillors Question Period – nil

O. Public Question Period – nil

P. Closed Session – nil

Q. Adjournment

ED067-2015 That the Economic Development Committee do now adjourn to meet again on Wednesday, October 21, 2015 at 1:00 p.m.

Carried

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City Councillor J. Bowman, Chair