

To Mayor Brown and City Councillors

Thank you for taking the time to listen, I wish I could be there on this meeting platform to formally introduce myself as the new appointed Chair of the DBBIA.

To say that this past year has been tough on business is an understatement that I know you are all aware of. Covid is also something that none of us, including you, the city representatives, wanted or knew how long it would last. To be coming out of this storm with many businesses that have been closed, or have expressed that they are back to year one of rebuilding, and to be entering another big disruption is a hard pill to swallow.

Now I know this project is something that has to be done ... my building was hit three times in the past five years with broken water mains on either side of us, and a sewage break. Therefore, I am in full support of the motion from June 23, 2021 to proceed with both the Region of Peel Interim Water main upgrades and Downtown Reimagined immediately.

However, I am requesting a seat at the table to collaborate with both the City and the Region on what is right for both the project and the businesses. I do believe that it is important for those that are leading this project to see the perspectives of all sides, so that there is clarity and transparency. This clarity and transparency is something that all our members are looking for and we are unable to provide answers.

Being able to collaborate and work together will allow us to

- 1) provide information as it comes to our members – such as timelines
- 2) Pivot and adjust in a timely manner on events, or even create new events to bring people in
- 3) Create a marketing campaign to support the growth of what is coming and the vision of what it will be
- 4) Support businesses that will have a harder time adjusting to the changes (not currently online etc)

We all know the devastating effects that the Eglinton construction has had on businesses in that area. To have the road ways/sidewalks blocked off and looking like a ghost town for years, would devastate many of the businesses that are barely holding on and trying to get back on their feet from Covid. We need to make sure our action plans include steps to ensure that business interruption will be as minimal as we can make it, this would include making sure streetscaping/revitalization, is being done at the same time and not an after thought that will cost more and further disrupt our core.

I have seen some amazing projects come through when we work together as a team with the same objective – parklets would be one of those examples. When we focus on what is right for the core vs who is right, we all win. I would very much like to see this type of focused team work/collaboration come together during these next few years so that our core is not just surviving but thriving.

Sincerely,

Carrie Leigh Percival

The Brampton Academy of Martial Arts