BOARD MEETING

COOKSVILLE BUSINESS IMPROVEMENT AREA

MINUTES (Approved)

Date: Thursday July 23, 2026

Time: 6:00 PM - 7:30 PM (EST)

Location: Cooksville BIA Office

Attendees: Tony Nguyen, Dipika Damerla, Amardeep Singh, Andre Laing, Dave Cook, Neena Anand, Roya Vakili, Anna Mikus, Omema Saleri
Virtual: Adil Abrahim, Andrew Rizk, Alex D'Orazio

Guests: Shelley McQuade (Cypress Strategies) , Paul Ng'ang'a (CSJ Student)

Regrets: Bernie Torchia, Shawn Abrahim,

1. Call to Order (Welcome/Quorum)
    a. Chair called the meeting to order at 6:06pm
2. Land Acknowledgement
    a. Amardeep read the Land Acknowledgement.
3. Changes/additions to the meeting agenda
    a. Chair proposed moving agenda item 7a (Strategic plan presentation) before the consent agenda.
    - **Motion: Neena put forward a motion to approve the agenda. Dave seconded. Motion carried.**

4. Declaration of Interest
    a. None.

7. New Business

a. CVBIA Strategic Plan – Cypress Strategies

Note: Councillor arrived at 6:12pm

a. Shelley McQuade presented the finalized Cooksville BIA Strategic Plan. Presentation included an overview of the key deliverables, including the implementation playbook, annual work plan, performance dashboard, and strategic initiatives.
b. Chair emphasized that having a strategic plan is important, but successful implementation will be the organization's priority moving forward. Chair noted the Strategic Plan will serve as a guiding document for the Board and BIA.
c. Shelley highlighted the importance of city planning and ensuring the BIA is engaged in future development discussions.
d. Councillor referenced City planning documents during the discussion.
e. Shelley emphasized the importance of building relationships with major developers, noting they will significantly influence the future of placemaking in Cooksville.
f. ED asked about the success other BIAs have had in influencing developers' plans and suggested an opportunity for Board member, Alex to help establish partnerships.
g. Discussion focused on how the BIA can influence future development while maintaining Cooksville's identity.
h. Alex noted the importance of representing the character of the neighbourhood by encouraging façade designs that reflect historic Cooksville, such as the traditional brick aesthetic. He suggested sharing the Strategic Plan with developers and City staff, and engaging directly with developers on specific projects where appropriate.
i. Chair noted that partnerships and influence would become an implementation discussion following adoption of the Strategic Plan, and suggested that a future deputation to City Council may be appropriate.
j. Shelley concluded the presentation by reviewing the proposed branding elements included within the Strategic Plan.

- **Motion: Dave put forward a motion to approve the Strategic Plan. Amardeep seconded. Motion carried.**

Note: Presentation concluded. Shelley departed at 6:40pm

5. Consent Agenda

a. Board Meeting Minutes: June 17th, 2026
b. ED Operational Report

- **Motion: Adil put forward a motion to approve the consent agenda. Roya seconded. Motion carried.**

6. Reports:
    a. Chair's Report
        i. The Chair noted that the organization is entering a particularly busy period with Taste of Cooksville planning, budget preparation, transition to the new audit cycle, elections and AGM prep.
        ii. Board thanked BIA staff for all their hard work managing all initiatives.
        iii. Board elections are approaching and members are encouraged to remain engaged through the end of the current term.
    b. Treasurer's Report
        i. Treasurer provided the financial overview for July and YTD. No concerns flagged during this financial period, overall spending to a minimum.
        ii. Treasurer purchased boardroom furniture for the BIA, and the Board expressed satisfaction with the excellent value of the purchase and new look of the boardroom.

    Action item: Treasurer to look into technology for virtual Board meetings.

    c. Councillor's Report
        i. Councillor commended the ED, staff and Board for their leadership and ongoing work to revitalize Cooksville.
        ii. Current City priorities include Data centres.
        iii. Waste management updates expected in August Board meeting.
        iv. Board members raised concerns regarding Northbound left-turn restrictions on Hurontario/Dundas and the lack of communication around LRT-related traffic changes.

    Action Items:

- **ED to follow up regarding the status of the left turn on Hurontario going northbound.**
- **BIA to continue advocating for a town hall with Metrolinx.**

    Note: Councillor left at 7:05pm

7. New Business

b. Metrolinx Claim
    a. The Board discussed Metrolinx's proposed legal agreement. The discussion included continued discomfort with signing the current agreement.

    b. The Board agreed that ED must advise Metrolinx that the BIA is not comfortable signing the agreement in its current form while discussions continue.

c. TOC 2026 – Financial overview & Risk Assessment
    a. The ED presented an updated financial overview and risk assessment for Taste of Cooksville 2026.
    b. Sponsorship remains challenging this year due to the current economic climate. Staff continue to pursue additional sponsorship opportunities, including a targeted prospect list, with Interlinx expected to come on board. Kandy Media also noted that sponsorship has been difficult across events this year.
    c. Grant funding from the City of Mississauga and the Province of Ontario have been partially received. Remaining funding will be provided following post TOC 2026, when the BIA submits its post event reports.
    d. Vendor revenue is performing better than originally budgeted. Many BIA businesses are thrilled that the festival is relocating to Dundas W.
    e. The Chair raised questions regarding the inflatable attractions and associated revenue. ED noted that inflatable expenses were budgeted overall, the BIA will charge nominal fee for inflatables to both manage crowds and offset costs.
    f. A board member recommended reviewing security staffing and paid duty requirements in light of recent incidents at GTA festivals (Salsa on St.Claire). The Board acknowledged that a more robust security plan may require additional funding if necessary.
    g. The Chair supported allocating additional funding toward security if required and suggested any underspent budget lines could be redirected to support enhanced safety measures.
    h. The ED advised that the updated security plan and risk assessment are being developed with the Events Subcommittee, and Peel Regional Police (PRP), with a full update expected at the next Board meeting.
    i. ED provided an update on event permits, noting that approvals are taking longer than anticipated due to the City's review of road closures near the North Plaza and whether a live traffic lane will be required.
    j. The Chair encouraged ED to continue escalating permit discussions to avoid delays.
    k. The Chair emphasized the importance of completing a comprehensive risk assessment, noting that while Taste of Cooksville may not be considered

a high-risk event, recent incidents at public festivals highlight the need for a thorough plan.

d. Security Plan – Pilot program

    a. The ED provided an update of the 3 month Security Pilot Program May-July.
    b. ED reported no negative feedback from businesses regarding the pilot, with many members expressing increased confidence due to the continued security presence, even though security has been scaled down.
    c. ED met with the security provider who advised that the scaled-back security schedule has remained effective, and the Security Subcommittee recommends extending the pilot for an additional 3 months (August–October) using the same schedule.
    d. ED noted that 8-hour security shifts have proven to be more effective than the shorter shifts previously used.
    e. Security personnel observed a reduction in concerning activity around Cooksville Square, although some issues continue behind Min-A-Mart and near 3050 Confederation Parkway, particularly around the parking garage stairwell.
    f. In discussions with PRP, BIA encourages businesses to continue reporting incidents, noting that repeated calls help identify problem areas and increase police presence.
    g. Board members shared observations of fewer homeless individuals and reduced street activity compared to the previous year, while acknowledging some remaining drug related activities behind Min-A-Mart.
    h. ED recommends the Board extending the Security Pilot Program for an additional three months (August-October). ED will provide a security update in October board meeting.

8. Adjournment

- **Motion: Andre put forward a motion to adjourn the meeting. Amardeep seconded. Meeting adjourned at 7:30pm**

Next scheduled Board meeting – Aug 20, 2026, 6:00pm