

**Leslieville BIA Board Meeting**  
**Wednesday, April 8, 2015**  
**7:30 p.m.**  
**10 Hastings Avenue**

**MINUTES**

**Board Members:** Andrew Sherbin, Brad Daniels, Ted Koutsogiannopoulos (absent), Rochelle Straker (absent), Jennifer Orenstein, Mark Gleberzon, Eyren Davis, Allen Malloy, Christiane Tetreault, Alex Buchanan, Councillor McMahan, Councillor Fletcher

**Co-ordinator:** Cathy Quinton

**Guests:** Marianne Szczuryk, City BIA Office (absent)

1. Approval of February, 2015 minutes
  - a. Andrew S motioned to approve February minutes. Eyren D seconded the motion. All in favour – carried.
  
2. Chair update
  - a. Andrew S reported that Ted K has submitted his resignation to the Board, indicating a desire to continue to serve as consultant on development issues wherever possible.  
Cathy Q to supply M. Szczuryk of City BIA office the add/delete member form for processing.  
The Leslieville BIA Board wishes to thank Ted for his valuable contributions, and we truly wish him well in all of his future endeavors.
  
3. Marketing / Events update Christiane T / Cathy Q
  - a. Core Committee has met (RS, AB, ED & CT) to determine next steps on Events
    - i. The development of a Leslieville BIA Directory is underway, with a brief soon to be provided to our designer. Concept will include events listing, list of BIA businesses, as well as directional maps on biz locations
    - ii. Confirmation that we will be participating in the Leslieville Tree Festival this year. All biz's are welcome to register at their cost, plus, the BIA will have a table that can accommodate biz collateral for giveaway



- b. Student (Natasha Graham) has been secured to help the Marketing team with development of the Marketing Plan as well as marketing support. Assignments are attached (Exhibit I)
- c. City of Toronto Economic Development has advised that the PanAm street banners will be installed between May 12 and 30<sup>th</sup>.

4. Development update

Eyren D / Cathy Q

- a. Several developments underway in the east end that could affect the Queen St. E. Strip. Need to choose which projects are priority for the BIA to act as stakeholder
  - b. Initial plan for Bench placements is in the works. Biz's were advised March 20<sup>th</sup> that they can request or deny having a bench outside of their premises. Based on response, an initial plan will be submitted to our City Planner for consideration. Next steps: sitewalk to view proposed placements; drawings for placements; permits for installation. Target date for installation: June/July
  - c. City of Toronto has planned an 'accessibility – Are You Ready' conference for May 7<sup>th</sup> in order to help businesses prepare for all visitors during the PanAm/ParaPanAm Games. Cathy Q and Dr. Sue Love, Restore Integrative Health to attend on behalf of the BIA
5. The Board formally thanked Brad Daniels for providing 10 Hastings as a Board meeting space over the past few months. Suffice to say we've been spoiled! Thank you so much, Brad! Next meeting to be held at The Vandenberg House event space – thx Christiane!
6. Adjourn
- a. Eyren D motioned to adjourn the meeting. Jennifer O seconded the motion. All in favour – carried.



		MARKETING PLAN		SOCIAL MEDIA UPDATES	WEBSITE
		I. OBS/STRATS	II. EXECUTION DETAILS		
<b>% TOTAL</b>	100	10	40	50	-
<b>% OF WEEKLY TIME</b>					
<b>TASK OUTLINE</b>		Write topline objectives and strategies (Who/What/Where/Why) to fulfil overall BIA marketing goals for the remainder of the fiscal year (April - December, 2015).	Outline communication channel choices, scheduling, recommended spend levels for each, and measures for success. (How)	Manage FP Page, Twitter and Instagram accounts according to content calendar recommendations and link with external news updates for synergy. Follow existing accounts for activity and to respond to news-in-the-making. Liaise messaging with internal BIA communications team. Provide engagement updates to Marketing Committee.	Update BIA Board member bios. Update BIA Business listings to remove moved/closed businesses and include newly opened businesses. Post external news updates. Long-term, achieve more interactivity on page.
<b>TASK TIMELINE</b>		TBD - input from Natasha	TBD - input from Natasha	April - August, 2015	TBD
<b>RESOURCES / ASSETS</b>		BIA Brief  BIA Annual Approved Budget		Leslieville Wanderlust Facebook Page  BIA Twitter Account BIA Instagram Account BIA Blog / External News Updates	<a href="http://www.leslievillebia.com">www.leslievillebia.com</a>

Volunteer week is comprised of 15 hours. Scheduling of time can fluctuate on a weekly basis, depending on BIA activities that require managing and posting. Volunteer and Co-ordinator to work closely to manage.

