

**May Board Meeting Minutes**  
**Date: Wednesday, May 19, 2016**  
**7:30 p.m.**  
**Location: 10 Hastings Avenue**

**Board Members:** Andrew Sherbin, Brad Daniels, Rochelle Straker, Jennifer Orenstein, Allen Malloy  
**Regrets:** Marianne Szczuryk, City BIA Office Representative; Councillor Mary-Margaret McMahon; Councillor Paula Fletcher, Christiane Tetreault – The Vandenberg House, Alex Buchanan – Project Gallery

**BIA Co-ordinator:** Cathy Quinton

**Guests:** Rafiq Dosani – BIA Auditor, James Lane - Home James Decor, Tina Panagiotou – Yaya Restaurant, Tracy Kelly – McQueen’s Pub, Ara Mamourian – Spring Realty (*regrets*)

The Chair welcomed guests and requested slight change in Agenda order so as to first record nominations of Board member candidates and to record corresponding Board member deletion(s).

**1) Board Appointments/Changes**

- i) **Motion to approve** the Board appointment of **Ara Mamourian** (in absentia) as Board Member: Brad D. Seconded by Jennifer O. All in favour. Carried.
- ii) **Motion to approve** the Board appointment of **Tina Panagiotou** as Board Member: Rochelle S. Seconded by Allen M. All in favour. Carried.
- iii) **Motion to approve** the Board appointment of **Tracy Kelly** as Board Member: Jennifer O. Seconded by Brad D. All in favour. Carried.
- iv) **Motion to approve** the Board appointment of **James Lane** as Board Member: Allen M. Seconded by Rochelle S. All in favour. Carried.
- v) **Motion to accept the resignation** of **Eyren Davis** from the Board: Allen M. Seconded by Jennifer O. All in favour. Carried.

**2) Approval of April 13, 2016 minutes**

- i) **Motion to approve** minutes made by Allen M. Seconded by Rochelle S. All in favour. Carried.

**3) Presentation of 2015 Leslieville BIA Audit – Rafiq Dosani**

- i) A ‘letter of representation’ for Rafiq Dosani to represent the Leslieville BIA Board was signed by the Chair, Andrew Sherbin, and copies provided for (i) Rafiq and (ii) Board files.
- ii) All members of the Board were provided copies of the 2015 Leslieville BIA audit to follow while Rafiq presented. **Motion to approve the Audit as presented:** Jennifer O. Seconded by



Brad D. All in favour. Carried. Next steps: a copy of the Board approved audit will be issued to City. Pending City agreement, this audit will be made public for member approval at the 2016 Leslieville BIA Annual General Meeting.

iii) Chair Andrew Sherbin, on behalf of the Leslieville BIA Board, thanked Rafiq D. for his patience, good humour (!), and more importantly, his professional expertise in preparing our audit, and for continuing on as the Leslieville BIA Representative. In addition, the Chair recognized Jennifer Orenstein's contributions to the successful creation, review and Board approval of the audit.

#### 4) Committee Updates

##### i) Financial

(a) BIA P & L – January – December, 2016

Income \$ 59,227.61

Expenses \$ 21,809.73

Net (ordinary) Income - \$ 34,417.88

Other Expenses (Capital Purchases): \$ 20,755.11 (benches)

Net Income + \$ 16,662.77

(b) HR items / staffing

Jennifer O. acknowledged requirements re staff payroll tax; discussions concerning WSIB are pending (next Board meeting). Board members are covered via BIA Liability Insurance – policy renewal is imminent (June).

##### ii) Development & Streetscape

(a) Andrew, acting Lead on the Development Committee, reviewed the Committee's plan to propose a Streetscape competition, the goal of which is to potentially partner with developers and the City to develop a contest for a scalable design that would effectively 'tie (identify) our businesses end to end within our boundaries'. Next step: secure meeting with Councillor Fletcher to discuss concept, process and options.

(b) Parking: meeting with Toronto Parking Authority is pending; purpose is to discuss parking options within Leslieville. Committee will report back at next Board meeting.

##### iii) HR

(a) Andrew S. Announced that the Leslieville BIA has been granted funding for two (2) full time (30 hrs/week x 8 weeks) hires under the federal Summer Student Job program. Positions available are (i) Communications & Design Coordinator, and (ii)



Marketing & Events Assistant Coordinator. Cathy Q. to immediately begin sharing recruitment post(s) – Communications & Design position ad, drafted by Ara, has already been posted on our website.

- (b) Rochelle S. volunteered to lead the HR process, with Cathy Q conducting initial screenings, and following up with Committee leads for additional interviews as required prior to final hire. Suggested recruitment posting placements included are: our website, our socials, TABIA, the colleges and universities, gov't student recruitment portal and word-of-mouth.

#### **iv) Marketing / Events**

- (a) James reviewed upcoming plans for Events, including the members-only Camp Tech Digital Breakfast 'n Learn, Leslieville Tree Festival and Sounds of Leslieville and Riverside (Sidewalk 'Sale'). Brad D. Suggested a stipend for businesses of \$ 250.00 to encourage store/shops to hire live music entertainment to complement Park activities. All agreed.
- (b) Cathy Q updated the Board on the 2016-17 Guide to Leslieville booklet which will be ready for distribution at the Tree Festival June 18th. To-date, five local businesses have committed to 1 page of advertising, resulting in \$ 1,250 of 'new' income. Crow's Theatre, although outside of the BIA boundaries, will be placing a full page ad, announcing its East End neighbourhood anchor position at the corner of Dundas and Carlaw in early 2017. Marketing Committee lead Christiane passed on the recommendation NOT to include Crow's as an icon on the locator maps in the new Guide. All agreed. In addition, the Alexander Muir icon will be replaced on the locator map with an image from the new Elicser mural planned for the Jones at Queen wall mural. All agreed that a simple maple leaf would work to denote this change. Alex Buchanan (in absentia) was thanked for his assistance in the coordination of the final design and printing of the Guide.

#### **v) Adjournment**

- (a) Jennifer O. motioned to adjourn the meeting. Seconded by Rochelle S. All in favour. Motion carried.
- (b) Next Board meeting: June 8, 2016 at 10 Hastings Avenue –thx Brad!!

