

June Board Meeting Minutes
Date: Wednesday, June 8, 2016
7:30 p.m.
Location: 10 Hastings Avenue

Board Members: Andrew Sherbin, Brad Daniels, Rochelle Straker, Jennifer Orenstein, Allen Malloy, Tracy Kelly

Regrets: Marianne Szczuryk, City BIA Office Representative; Councillor Mary-Margaret McMahon; Councillor Paula Fletcher; Christiane Tetreault – The Vandenberg House; Alex Buchanan – Project Gallery; Tina Panagiotou – Yaya Restaurant; Ara Mamourian – Spring Realty

BIA Co-ordinator: Cathy Quinton

1) Approval of June 8, 2016 Minutes

- i) Motion to approve minutes made by Jennifer O. Seconded by Allen M. All in favour. Carried.

2) Committee Updates

i) Financial

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

Income \$ 59,227.61

Expenses \$ 28,126.87

Net (ordinary) Income - \$ 31,100.74

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

Net Income + \$ 10,345.63

- (b) Payroll taxes and WSIB – Jenn to look into this

ii) Development & Streetscape

(1) Streetscape Competition

- (a) Met with Councillor Fletcher to review basic concept and to gauge interest in and advice on moving project forward. Next steps – organize another meeting to include Councillor McMahon, and representatives from City BIA office, Urban Design and Public Realm. Date tbd.

(2) Parking

- (a) Meeting held with TPA to discuss parking options within Leslieville. We were informed that area ‘meter review’ is being postponed until Spring, 2016 (last review



was 2012). In the meantime, we have been provided a map (see Appendix) indicating the TPA rate card of ‘on street parking availability’.

Parking (cont’d)

Our current set rate structure is based on ‘like’ principles of hours of operation across the City, i.e.

1. 65% - ‘normal rates’
2. 10% - ‘extended rates’
3. 25% - ‘reduced hours’, i.e. 8-6

- (b) In addition, TPA has introduced ‘Mobile Pay’ to serve as Green P locator and remote pay session App (see Appendix) – Brad indicated that there is local Green P parking available now at Dundas and Carlaw
- (c) Also in the meeting with TPA, we established a potential contact – Mr. Lyle Goodis - for any promotion, events and sponsorship opportunities.

iii) Marketing / Events

- (a) Tracy reviewed upcoming plans for **Sidewalk Fest**, in conjunction with ‘Sounds of Leslieville & Riverside’. Businesses will be encouraged to put their wares out on the sidewalk and create activities to ‘animate’ Queen St. E. biz storefronts. All will be invited to hire musical talent (live) to perform and entertain, with the BIA providing a reimbursement for that hire, up to a total of \$ 250.00. Tracy will work with any biz’s who need musicians. All agreed that it would be most ideal to have some music on each of our blocks. Block captain ambassadors will be employed to distribute ‘Sounds’ merchandising kits. (thank you in advance, everyone!). Cathy, with our summer students, Zoe and Megan, will man the BIA table at Jimmie Simpson, and report Queen St. E activity in order to keep social channels up to date. T-shirts will be sold for \$ 10.00, bags for \$ 20.00. 2016-17 Guide to Leslieville booklets will also be given out.
- (b) **Movie Night** – August 13th
We are working with Councillor Fletcher’s office to determine extent of possible partnership, similar to last November’s ‘Tree Lighting’ also held in Leslie Grove. More news to follow, on that.
- (c) June 13th **Digital Mainstreet** launch – Cathy to attend launch and obtain information for biz’s to register – let’s get everyone online!

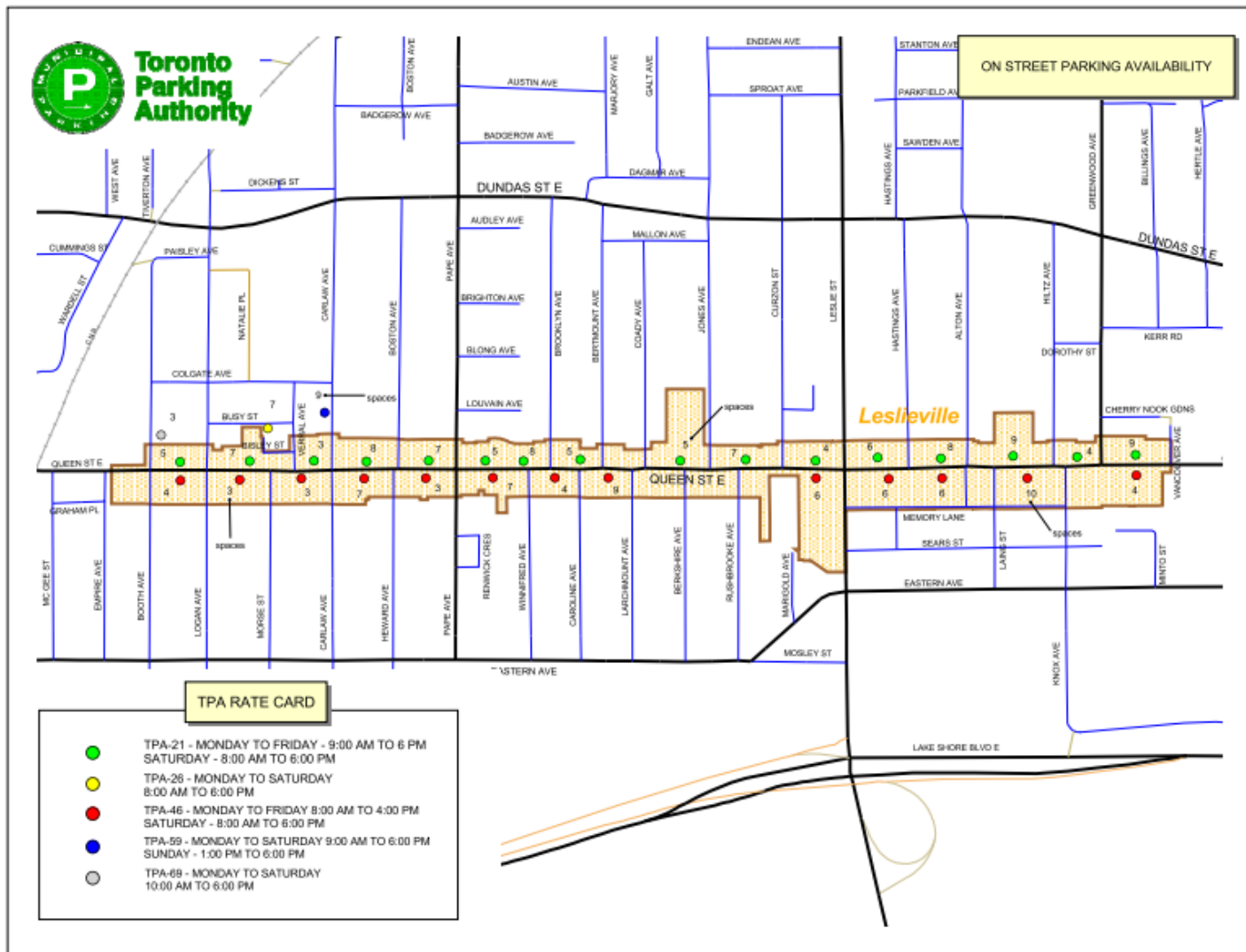


iv) Adjournment

(a) Brad D. motioned to adjourn the meeting. Seconded by Rochelle S. All in favour.
Motion carried.

(b) *Next Board meeting: September 14, 2016.* Venue tbd.

APPENDIX:





Free

GET THE APP.
FIND GREAT
PARKING.

