

October Board Meeting Minutes
Date: Wednesday, October 14, 2015
Time: 7:30
Location: Avondale Retirement Residence

Attendees: Allen Malloy, Andrew Sherbin, Christiane Tetreault, Jennifer Orenstein, Rochelle Straker, Alex Buchanan, Councillor McMahan

1. Approval of September 9, 2015 Board Minutes. Motion to approve: Allen Malloy. Seconded, Rochelle Straker. Carried.

2. Financial Update

Jennifer O reviewed current P&L – January – December, 2015

- i. Income \$ 82,706.13
- ii. Expenses \$ 39,649.93 – admin fee, events primarily
- iii. Capital Purchases \$ 5,478.79 (banners/benches)
- iv. Net Income \$ 37,577.41

Discussion around BIA cash investment opportunities, given our current state of net income: primarily GIC or other high interest product. Jennifer to consult with our auditor, Rafiq D, for possible recommendations or considerations, as well the BIA will conduct an independent search into higher yield product. Report on findings at next Board meeting.

3. Events Update

- i. Plans are in place for a BIA Social, being held October 20th at The Vandenberg House. Quite a few ‘yes’ RSVP’s – should be a good turnout. Great opportunity to encourage Wanderlust participation.
- ii. Window Wonderland initiative is being developed in conjunction with other East End BIA’s. Likely a social media contest to drive awareness and traffic to individual businesses for the holiday shopping season.
- iii. The BIA has hired a Wanderlust Communication and Event Coordinator. Plans are underway to bring Nov. 19 & Nov. 22nd to life, leveraging past event successes, with focus on securing Hub locations, including Knox Ave partial closure, Avondale and The Duke Live, to encourage ‘wandering’. Other Hub locations, tbd. MMM and Group to speak to people they know on Knox to gauge acceptance, pass the good word. Also, a Community Tree Lighting is tentatively planned. MMM shared her experience in working with several BIAs and community organizations that may be good contacts for us, as our plans develop.

4. Development Update

- i. Mural update to follow from Brad at next Board meeting in November.
- ii. Eyren to convene a Development Committee meeting with interested parties prior to AGM, to table any new developments in the area affecting the BIA and how we might address, e.g. East End Coalition ‘Be a Leslieville Visionary’; Daniels Corporation, Harhay developments (Red Door), Pinewood Studio development, etc.

5. AGM Date confirmed: Monday, January 25, 7 p.m. Location tbd.

6. In-camera session held by Board members to discuss upcoming 2016 BIA budget needs. Details on outcome to follow.

7. Motion to adjourn: Christiane T, seconded by Jennifer O. All in favour. Carried.

