

December Board Meeting Minutes
Date: Wednesday, December 9, 2015
Time: 7:30
Location: 10 Hastings Avenue

Attendees: Andrew Sherbin, Allen Malloy, Christiane Tetreault, Rochelle Straker, Zsofia Zambo (Councillor McMahon's office), Marianne Szczuryk (City BIA office), Brad Daniels, Eyren Davis

Co-ordinator: Cathy Quinton

Absent: Representative for Councillor Paula Fletcher, Alex Buchanan

- 1) Approval of November 18 Board meeting minutes with addition of Eyren Davis attending and Alex Buchanan absent.
Motion to approve: Brad Daniels. Seconded by: Eyren Davis. All in favour – carried.

- 2) Events Committee Update
 - i) Wanderlust was judged to be an overall success, despite executional challenges. Response rates and early indications via membership and food service participant surveys proved positive, with concrete learnings to apply to future initiatives. A final 'wrap report' from hired organizer, Meagan Madill is due 1st of the New Year.
 - ii) The Wanderlust Tasting Tour made money - \$ 960.00! This money is going back to the food service participants in the form of gift certificates that will be used in the New Year to promote and build traffic at slow(er) times.
 - iii) Yellow Pages Shop the Neighbourhood – disappointing turnout of Leslieville BIA businesses. Online registration and sign-ups along with timing just after Wanderlust seems to prove challenging. We will reach out to Yellow Pages to determine if there are any 'regional' learnings that could help improve participation next year
 - iv) Upcoming initiatives: a) Window Wonderland – a promo shared with The Beaches and Riverside. Post your favourite store window photo and the most shares and retweets wins you a gift certificate for that store. Deadline is December 14; b) Late Night Shopping Dec. 21, 22 & 23 – poster to be developed and shared pending confirmed biz participants

- 3) Development Committee Update
 - i) Streetscape - Brad Daniels provided a Mural update. One (1) artist has dropped out from the competition, so now down to five (5) candidates. Committee will soon choose three (3) finalists whose work will be displayed for public view on or around January 18 at Project Gallery. Public feedback will be reviewed and Committee will make final selection soon after, in order to allow time for wall prep and mural creation to occur over the summer months, weather permitting. Councillor's office has facilitated stipends for candidate costs associated with 5 x RFP preps at \$ 500.00 per artist. Economic Development to deposit \$ 2500.00 into BIA account. BIA to administer cheques.
 - ii) Development - Eyren Davis to convene a Development Committee meeting with interested BIA members that will serve for new and continuing development projects affecting the BIA in 2016.
 - iii) Zsofia Zambo (Councillor McMahon's office) indicated that there will be a meeting in the New Year to discuss Parklette initiatives – date tbd.

- 4) Finance Update
 - a) BIA P & L – January – December, 2015 (*these figures supplied post 12.09.15 meeting*)
Income \$ 111,688.08
Expenses \$ 68,541.43
Net Income \$ 43,146.65



5) AGM Prep

i) 2016 Budget Review and Approval. Andrew reviewed draft budget for 2016. The following adjustments were discussed:

- (1) Move banner spend to non-cost share field
- (2) Increase brochure flyer cost to \$ 5.0 and adjust website and general marketing \$ accordingly
- (3) Enter in accumulated surplus line from 2014 audit

Note: an increase in BIA tax/levy is planned for 2017.

Motion to approve 2016 budget with above changes: Rochelle Straker. Seconded by Eyren Davis. All in favour. Carried. Next steps are to issue full document to City BIA office. AGM Agenda and Budget summary to be distributed to landlord/owners and to BIA admin for membership distribution. Proxy's due five (5) business days prior to January 25th (Friday, January 15).

ii) Proposed AGM Agenda was reviewed. Committee leads to prepare one (1) slide to reflect 2015 accomplishments and plan for 2016. To be reviewed at January Board meeting.

iii) Board discussed probability of Board member recruitment needs, given there are 2 current vacancies. Suggested candidates are welcome.

6) Meeting Adjournment

i. Motion to adjourn: Brad Daniels. Seconded by: Allen Malloy. All in favour – carried. There will be one more Board meeting (January 13th) prior to the AGM.

