

July Board Meeting Minutes
Date: Wednesday, July 14, 2016
7:30 p.m.
Location: Avondale Retirement Residence

Board Members: Andrew Sherbin, Brad Daniels, Jennifer Orenstein, Allen Malloy, Tracy Kelly, Christiane Tetreault, Victoria Marshall (Councillor Fletcher's office)

Guests: Lucas Di Giovanni, Zoe Norman, Megan Feheley

Regrets: Marianne Szczuryk, City BIA Office Representative; Councillor Mary-Margaret McMahon; Alex Buchanan, Tina Panagiotou, Ara Mamourian, Rochelle Straker

BIA Co-ordinator: Cathy Quinton

1) Approval of June 8, 2016 Minutes

- i) *With the correction to add James Lane as being absent from this meeting, a motion to approve minutes was 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 \$ 87,854.23

Expenses \$ 41,774.69

Net (ordinary) Income - \$ 46,079.54

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

Net Income + \$ 25,324.43

(b) Payroll taxes – paid

(c) WSIB – Jenn to look into this

(d) Quickbooks subscription & administration

- (i) Board agreed with recommendation to subscribe, thereby allowing multi-user access to invoicing and budgeting tool. Approximate annual cost of service: \$ 150.00.

(e) Capital expenditures deadline is August 1st. Board discussed submitting request for monies associated with interim streetscaping/beautification in the amount of \$ 15k.

Cathy to contact Andrew week of July 25th to facilitate and finalize.

ii) Development & Streetscape

(1) Streetscape Competition

- (a) Meeting with City Councillors and representatives of Urban Design, the BIA office and Public Realm is being facilitated with a target of the w/o July 25. Tbc.



(2) Banners

- (a) Cathy to order Leslieville BIA hydro and TTC pole audit at the BIA’s cost if necessary, following a discussion around current status as of May 18th – below from Cityscape Displays:

We still do not have our results, but I do have this:

LESLIEVILLE BIA			
STREET	LOCATION OF POLES	AREA COVERED	# OF POLES
QUEEN ST E	S/S	CARLAW AVE TO KNOX AVE	27
TOTAL NUMBER OF POLES			27

This isn’t including the recent extension though. That we are going to survey for amounts.

The possible reasoning on why the poles cannot be used however is because of one of the following:

- 1) *The pole is damaged and cannot be used.*
- 2) *The pole is near a traffic light, which means it cannot be used.*
- 3) *There is something on the pole that would cause an obstruction, thus no usage.*

iii) Marketing / Events

(a) Superhero transit shelter design

The purpose of the discussion was to debate the continued use of the (be a small business) ‘superhero’ design currently featured on the transit shelter. There is the belief that the design may not accurately reflect our audience. Since its original approval and posting on the transit shelter, and at times - social media banners - nothing further was created tactically to leverage the design. Since we are beginning to make decisions about marketing Wanderlust, it was decided that the Committee(s) would work together instead to find ways to brand Leslieville using the ‘bench’ and our brand colours. To that end, the ‘superhero’ transit shelter will be placed into ‘moratorium’ once the Committees have a replacement design/tactic.

(b) Partnerships/Future projects

(i) Toronto Concert Hall – letter of support

Board declined to issue letter of support, primarily on the basis of the facility being outside of the Leslieville BIA geo boundaries, but also with the understanding that The Beaches BIA Board was holding off on a letter of support too, pending their receipt of more information on the financial backers, community impact. *Note: the*



venue does not reside in the Beaches BIA either, but in a stretch of Queen St. E. that is not defined as a BIA at all.

(ii) Crow's Theatre

It was agreed that we would go back to Crow's and negotiate a sponsorship at a much lower cost, and one that would promote the BIA as a whole, vs. focusing on individual businesses. Estimated web traffic stats will also be requested for final evaluation.

(c) Sounds of Leslieville & Riverside + Sidewalk Fest

- (i) Event in the park was well-attended and the BIA sold 20 t-shirts and 2 branded bags. About 250 Guides to Leslieville were handed out. Mainly families and 'dates' attended. Many positive comments on 'how great the BIA is', 'the benches are great!', etc. Otherwise, the event itself was very low key, given there was no food, beverages or other entertainment in the park. If given the opportunity again, we recommend participating as it was an event that celebrated the love of music in a relaxed forum.
- (ii) **Sidewalk Fest:** many businesses took advantage of the hiring stipend for live music – 12 members submitted receipts and were reimbursed up to \$ 250.00. BIA students created social media ads and rotated through Twitter, Facebook and Instagram, to build and sustain awareness through the weekend.

(d) Movie Night – August 13th

- (i) Plans are moving forward to show 'Toy Story'. The BIA thanks Paula Fletcher for her contribution towards park and movie permits and licensing. There will be a food drive. The first 50 people who bring a non-perishable item receive a free 'tumble mat' to use at the park and to take home. Rain date is Sat., Aug. 27th.

iv) HR

(i) Summer Student Update

Megan Feheley and Zoe Norman introduced themselves and shared their enthusiasm over their respective roles working with the BIA this summer. At the time of writing, the students acknowledged their 2 weeks on the job, having received a BIA marketing and events orientation; attended supplier meetings (Contemporary Computers); met and worked with vendors (Snap'd, Kinnon Elliott); attended community roundtables including TPS and a City of Toronto Community Grant Stakeholder roundtable; and attended a number of internal events planning meetings for summer projects.

v) 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.

