

**Leslieville BIA  
MINUTES  
Monday, July 9, 2018  
7:00 p.m.  
At TheSpringTeam.ca  
1028 Queen St. E.**

**Board Members Present:** Andrew Sherbin, Ara Mamourian, Lucas DiGiovanni, Christiane Tetreault (via conference), James Lane, Jennifer Orenstein, Tracy Kelly, Councillor Paula Fletcher (Laura Anonen represented)

**Board Members Absent:** Tina Panagioutou, Brad Daniels, Councillor Mary-Margaret McMahon

**Guests:** Mike Major, City BIA Office; Arnab Rahman, BIA Summer Student

**1. Welcome**

With quorum established, Andrew Sherbin opened the meeting, thanking Ara Mamourian for the meeting space and all for attending, including guests, Mike Major and Arnab Rahman.

**2. Declaration of Conflict of Interest**

None declared.

**3. Approval of Minutes of June 11, 2018 BOD Meeting**

- (a) The Board reviewed the Minutes of the previous Board of Directors meeting.
- (b) Business arising from the previous Minutes – to be discussed.
- (c) Approval of Minutes

**On a motion made by James Lane, seconded by Jennifer Orenstein, it was resolved to approve the minutes of the June 11, 2018 Board of Directors meeting. Motion carried.**

**4. Committee Updates**

**(a) Strategic Planning Update**

Nothing to report at this time.

**(b) Financial – P & L**

**Income** \$92,828.01

**Expenses** \$46,258.06

**Net (ordinary) Income** \$46,569.95

**Net Income** \$ 46,569.95

Jennifer Orenstein reported that the BIA holds \$212,000 in the Operating account and suggested invested this money, or a portion thereof, in higher interest earning products.

*ACTION – Jennifer Orenstein will explore best rated GIC's in stable bank or financial institutions, with consideration to (i) 6 month and (ii) 1 year terms.*

**(c) Marketing/Events**

Summer Student Arnab Rahman presented a Social Media Post Analysis, reflecting account activity pre and post 'Sounds of Leslieville & Riverside / Sidewalk Fest'. Results were as follows:

**Facebook:** More frequent posting is ideal for a larger reach to audiences  
Posts are most visible Friday at 9pm (kind of unexpected?)  
More exposure is received through "deal-sharing"

**Twitter:** More frequent postings garner a larger outreach  
If we follow this kind of posting schedule, the reach will be much higher than last month  
Consumers prefer deal-oriented posts

**Instagram:** More posts are better!!

The Board thanked Arnab for a job well done and wished him well as he enters year II at U of T.

Ara and Christiane will regroup in the coming week to discuss upcoming projects including Wanderlust, on September 29, 2018 this year.

**(d) Development and Streetscape**

Nothing of significance to report.

**5. Next Meeting**

The next meeting of the Leslieville Board of Directors will be Monday, September 10, 2018 at 7:00 p.m. Venue is tbd.

**6. Adjourn**

**On a motion made by Jennifer Orenstein, seconded by James Lane, it was resolved, that there being no further business to discuss, the meeting adjourned. Motion carried.**