



Leslieville BIA
Board of Directors Meeting
MINUTES
Wednesday, April 17, 2019
9:00 – 10:30 a.m.
10 Hastings Avenue

Board Members Present: Brad Daniels, Jennifer Orenstein, Rebeca Montiel (until 10:00 a.m.), Donny Peckover, Conner Marvin, Christiane Tetreault, Councillor Paula Fletcher, Marianne Szczuryk

Regrets: Ara Mamourian

Guests: Andrew Sherbin – Edward Jones (until 9:21 a.m.); Cathy Quinton, BIA Coordinator

1. Welcome

With quorum established, Brad Daniels presided as Chair, opened the meeting at 9:15 a.m., and welcomed guests.

2. Declaration of Conflict of Interest

None declared.

3. Presentation of Investment Options for the BIA – Andrew Sherbin, Edward Jones

Andrew Sherbin began by indicating his understanding of the BIA's portfolio objective of 'Preservation of Principal', maintaining oversight into the BIA's reserve funds, while addressing potential liquidity needs. The recommendation, based on a total of \$250,000 was as follows:

Money Market Account - Cash

20%: \$ 50,000 into a money market account, earning approximately 1.7% interest and fully flexible.

GIC's - Income

40%: \$ 100,000 1-year at 2.27% interest

20%: \$ 50,000 180 day at 2.11% interest

20%: \$ 50,000 270 day at 2.16% interest

The rolling maturity dates allow the Board to make decisions at maturity around how to best address BIA needs.

Jennifer Orenstein confirmed that the BIA GIC held by TD would roll over on May 10, 2019.

Andrew Sherbin was asked what the Edward Jones compensation (fee) would be as a result of the purchase and he indicated approximately \$700. This is not a cost to the BIA, and is paid to Edward Jones directly, as part of the fund's management expense.



On a motion made by Christiane Tetreault, seconded by Rebeca Monteil, the Board authorized Jennifer Orenstein to work with Andrew Sherbin of Edward Jones to reinvest BIA monies as recommended and in accordance with the proposal presented on April 17, 2019. Motion carried.

ACTION – Jennifer Orenstein will connect with Andrew Sherbin to coordinate the purchase as approved, and arrange Chair signature prior to April 30, 2019.

4. Approval of the Minutes of the Previous Board Meeting Held March 20, 2019

On a motion made by Jennifer Orenstein, seconded by Donald Peckover, it was resolved to approve the minutes of the previous Board meeting held on March 20, 2019. Motion carried.

5. Financial – P & L

Jennifer Orenstein noted that the P&L statement did not correctly reflect status as of April 17, 2019 and will resubmit for Board consideration.

Brad Daniels asked if there is a way to prepare the BIA's monthly statement so as to include actuals not only on a monthly basis, but also year-to-date (YTD). Compared against monthly planned budget, this would provide a more immediate sense of the BIA's ongoing financial status.

ACTION – Jennifer Orenstein will investigate different formats to accommodate the monthly P&L request and present any draft recommendations at the next Board meeting.

Brad Daniels asked if there was a way that the Board can by-pass cheque signing, especially for ongoing predictable obligations, by using direct deposit or e-transfer. Jennifer Orenstein explained that that had already been explored, and that because the BIA is an association, two signatures are always required for cheques, making direct deposit and e-transfer not possible.

6. Committee Updates

Marketing & Events: Christiane Tetreault provided an update on Marketing/Events initiatives as follows:

Leslieville 2019-20 Business Directory

A competitive product ('Shop1km') set to distribute at the same time as the BIA's in June, was evaluated but declined due to high absolute cost and lack of prominent BIA branding. In speaking with the 'Shop1km' rep it was agreed that they would not pursue publishing their June Leslieville product. The BIA may consider 'Shop1km' instead in November, as a pre-holiday shopping incentive, pending proof of performance of 'Shop1km' books published in The Junction, Roncy and WestQueenWest this summer.



Wanderlust

The Committee recommends scaling the event back (no HUBS) and instead working to animate and activate inside the stores. \$200 in-store activation incentives will be offered to stores, based on proposals submitted to the BIA for consideration. This is in an effort to increase engagement and to have better advance knowledge of offers/activities to better promote. The Committee is investigating a 'Christmas Market' tie-in with the Tree Lighting at Leslie Grove Park, details pending discussions with the Councillor and Parks.

Website

Committee members are proofing final edits. Migration over to www.VisitLeslieville.com is planned for the site's official launch.

Strategic Planning: Conner Marvin will develop options for Mission Statements for Board consideration that will capture the essence of how the BIA acts in the best interests of the landlords and tenants of the BIA to improve business in the BIA area.

Following Board approval to the Mission Statement, and using this as a guide, the BIA will seek the services of a third party to develop a vision, and overall BIA Strategic Plan.

ACTION – Any/all Board members will forward contact information for strategic planning consultant candidates to Cathy Quinton.

ACTION – Cathy Quinton will draft an RFP for a strategic planning consultant, working with Conner Marvin and Christiane Tetreault to refine.

ACTION – Conner Marvin and Christiane Tetreault will present short list of candidates to the Board at the next Board meeting, or sooner via email.

Development: The BIA is in receipt of the BIA Streetscape Master Plan Funding Program application form from the City. The form is to be completed, signed, and sent for funding consideration, along with a draft Request for Proposal document for the consulting services.

ACTION – Cathy Quinton will investigate timing and deadlines for the streetscape master plan funding program application.

ACTION - Cathy Quinton will request examples of City-approved streetscape RFP's and will work with Donald Peckover to develop a Leslieville draft RFP for Board consideration.

Administration: The Board discussed methods for best communicating to its members (internal) as well as to the public (external). The Board identified channels to be created or improved and implemented:

- Newsletter – internal: Create a BIA newsletter suitable for hand distribution as well as via Members-only email and closed Facebook group. Ideally, it would be simple, with a consistent branded look, and should include relevant updates from committees, helpful



resources, and other elements that provide value to the business owners and landlords. A publishing schedule with copy closing dates will be developed.

ACTION – Cathy Quinton will source templates for newsletter development and draw from Committee leads for relevant content. An example(s) along with a proposed publishing schedule will be shared by next Board meeting.

- Destination Brochure – external: The Board discussed creating a generic tourism brochure for the Leslieville BIA suitable for use at hotels and other tourist destinations.

ACTION – Cathy Quinton will source media suppliers for tourist channel distribution and possible brochure production, favouring a 4-colour vertical foldout format.

7. Other Business

Marketing and Communications Consultant: The Board discussed the feasibility of hiring a communications firm to oversee the development of a Marketing and Communications Strategy.

ACTION – Board members are invited to forward contact information for marketing and communications consultants to Cathy Quinton’s attention.

ACTION - Cathy Quinton will draft an RFP for a communications consultant, working with Conner Marvin and Christiane Tetreault to refine.

ACTION – Conner Marvin and Christiane Tetreault will present a short list of communications candidates to the Board at the next Board meeting.

PollinateTO Community Grant: Donny Peckover reviewed this opportunity brought forward by Maxine Wiber, partner associate with Ed’s Real Scoop. The initiative involves applying for an (up to) \$5,000 grant to offset costs associated with funding pollinator habitat creation projects that educate and engage the community. It was suggested that a public area fronting Queen E. could be executed, at an approximate cost of \$12,000. Container gardens and tree planter garden sites are not eligible. The Board declined applying for this grant. Efforts will be made to incorporate planter beautification in the streetscape master plan.

Business Planter Incentive/Contest: The Board discussed the importance of adding beautification to the Queen St. E. strip while the larger streetscape master plan is in development. To that end, the BIA will support a competition for ‘best store flowers’ (better name tbd!). This would include tree planter boxes and / or privately owned urns. A budget of \$5,000 will be put aside for the first 50 BIA businesses who provide proof of purchase and plant display. The stipulation is that any plants or planting materials must be purchased from a BIA member business with an address on Queen St. E. between Empire and Vancouver Avenues. Tentative timing for contest is May 1, 2019 with winner(s) announced soon after.

ACTION – Streetscape Committee to develop seasonal flowers contest messaging; Cathy Quinton to issue notice to members.



Bench Cleaning: Cathy Quinton confirmed that this has been ordered, pending a written quote based on regular monthly maintenance.

ACTION - Classic Displays will be contacted for the bench manufacturer's recommendation on best product to remove black graffiti.

Graffiti Removal: The Board considered allocating some funds for a 1x removal of graffiti and preventative coating application. Discussion deferred.

Landlord/Lease Issues: The Board discussed growing concerns around recent business departures and resulting vacancies. It was acknowledged that further discussion is needed to determine to what level the BIA can be a source of meaningful data.

ACTION – Cathy Quinton will reach out to Ara Mamourian for opinion and insight regarding local lease/vacancy data.

The Board was informed that the City of Toronto is conducting a study of the challenges facing many retail pockets of Toronto, including Leslieville. Businesses and residents are encouraged to complete the surveys. Link: <https://bit.ly/2VjJ64f>. Following the City's assessment, programs and policies will be developed to mitigate the stress we're seeing in certain areas. Survey links have been posted broadly, shared on the 'I am a Leslievillian' Facebook page, and the BIA's business members-only business Facebook group page. *Post-meeting note – estimated timeline for the total process is as follows:*

<u>Research:</u>	January to June, 2019. (Surveys underway right now)
<u>Research Findings Discussion:</u>	June, 2019 (most likely internal, but there may be some community consultation on this)
<u>Intervention Development:</u>	July to September, 2019 (Internal and external. The City will sift through emerging ideas and table with stakeholders such as business owners and community residents)
<u>Intervention Discussion:</u>	September to October, 2019 (back to the decision makers at the City).
<u>Refinement and Finalization (of intervention):</u>	November, 2019 (Council approvals most likely, if policies are indicated)

8. Next Meeting

The next meeting of the Leslieville Board of Directors will be held on May 22, 2019, venue tbd.



9. Adjourn

On a motion made by Donald Peckover, seconded by Christiane Tetreault, it was resolved that, there being no further business to discuss, the meeting adjourned at 10:40 a.m. Motion carried.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Leslieville BIA Board of Directors. This document shall not be considered to be a verbatim copy of every word spoken at the meeting.



SUMMARY OF ACTION ITEMS

ACTION – Jennifer Orenstein will connect with Andrew Sherbin to coordinate the purchase as approved, and arrange Chair signature prior to April 30, 2019.

ACTION – Jennifer Orenstein will investigate different formats to accommodate the monthly P&L request and present any draft recommendations at the next Board meeting.

ACTION – Any/all Board members will forward contact information for strategic planning consultant candidates to Cathy Quinton.

ACTION – Cathy Quinton will draft an RFP for a strategic planning consultant, working with Conner Marvin and Christiane Tetreault to refine.

ACTION – Conner Marvin and Christiane Tetreault will present short list of candidates to the Board at the next Board meeting, or sooner via email.

ACTION – Cathy Quinton will investigate timing and deadlines for the streetscape master plan funding program application.

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Future Meetings

Date of Issue: April 24, 2019

Leslieville BIA Board Meeting Schedule –
All Meetings are at 9:00 a.m. Venue: TBD

Year ▾

January	February	March	April
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
30 31 1 2 3 4 5	27 28 29 30 31 1 2	24 25 26 27 28 1 2	31 1 2 3 4 5 6
6 7 8 9 10 11 12	3 4 5 6 7 8 9	3 4 5 6 7 8 9	7 8 9 10 11 12 13
13 14 15 16 17 18 19	10 11 12 13 14 15 16	10 11 12 13 14 15 16	14 15 16 17 18 19 20
20 21 22 23 24 25 26	17 18 19 20 21 22 23	17 18 19 20 21 22 23	21 22 23 24 25 26 27
27 28 29 30 31 1 2	24 25 26 27 28 1 2	24 25 26 27 28 29 30	28 29 30 1 2 3 4
3 4 5 6 7 8 9	3 4 5 6 7 8 9	31 1 2 3 4 5 6	5 6 7 8 9 10 11

May	June	July	August
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
28 29 30 1 2 3 4	26 27 28 29 30 31 1	30 1 2 3 4 5 6	28 29 30 31 1 2 3
5 6 7 8 9 10 11	2 3 4 5 6 7 8	7 8 9 10 11 12 13	4 5 6 7 8 9 10
12 13 14 15 16 17 18	9 10 11 12 13 14 15	14 15 16 17 18 19 20	11 12 13 14 15 16 17
19 20 21 22 23 24 25	16 17 18 19 20 21 22	21 22 23 24 25 26 27	18 19 20 21 22 23 24
26 27 28 29 30 31 1	23 24 25 26 27 28 29	28 29 30 31 1 2 3	25 26 27 28 29 30 31
2 3 4 5 6 7 8	30 1 2 3 4 5 6	4 5 6 7 8 9 10	1 2 3 4 5 6 7

September	October	November	December
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	29 30 1 2 3 4 5	27 28 29 30 31 1 2	1 2 3 4 5 6 7
8 9 10 11 12 13 14	6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14
15 16 17 18 19 20 21	13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21
22 23 24 25 26 27 28	20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28
29 30 1 2 3 4 5	27 28 29 30 31 1 2	24 25 26 27 28 29 30	29 30 31 1 2 3 4
6 7 8 9 10 11 12	3 4 5 6 7 8 9	1 2 3 4 5 6 7	5 6 7 8 9 10 11