



**Leslieville BIA  
Board of Directors Meeting  
MINUTES  
Wednesday, May 22, 2019  
9:00 – 10:30 a.m.  
The Burren**

**Board Members Present:** Brad Daniels, Jennifer Orenstein, Rebeca Montiel (until 10:00 a.m.), Conner Marvin, Christiane Tetreault, Laura Anonen (Councillor Paula Fletcher's office), from 10:00 a.m.

**Regrets:** Ara Mamourian, Donny Peckover, Marianne Szczuryk

**Guests:** Cathy Quinton, BIA Coordinator

**1. Welcome**

With quorum established, Brad Daniels presided as Chair and opened the meeting at 9:10 a.m.

**2. Declaration of Conflict of Interest**

Brad Daniels and Conner Burren advised the Board of The Burren's partnership with Jump Branding and Design, who is also the BIA's website agency. Noted.

**3. Approval of the Minutes of the Previous Board Meeting Held April 17, 2019**

**On a motion made by Jennifer Orenstein, seconded by Conner Marvin, it was resolved to approve the minutes of the previous Board meeting held on April 17, 2019. Motion carried.**

**4. Financial / P & L**

**Investment status:** Discussion is deferred until next Board meeting.

**New monthly profit & loss statement reporting format:** Jennifer Orenstein presented a new format for the 2019 monthly profit and loss statement which illustrates, on a current month basis, the BIA's spending, 'year-to-date' compared to annual budget. It was noted that, although the new format accurately reflects the BIA membership-approved total annual budget, some of the descriptions for line items (details) under budget, income and expenditures are not identical to descriptions used in for the approved budget line items (detail – see Pages 2-7 of the 2019 Budget approved on January 14, 2019). This is because there are inherent inconsistencies in accounting *formats* between BIA's, the City of Toronto, and the Leslieville BIA audit practice. Regardless, it is noted that the BIA's spending is tracking as expected.

*ACTION – Jennifer Orenstein and Cathy Quinton will work to reconcile line item (detail) labelling conventions in QuickBooks to better reflect municipal audit practices as well as the BIA member-approved budget / budget details.*



Brad Daniels noted that we are half way through our fiscal year, yet we have only received one levy installment, meaning it could be challenging to pay expenses if monies are not received in a more timely fashion. Jennifer Orenstein explained that the City does not provide much notice before deposits are made, and that there are only 1-3 installments made each year, specific dates unknown.

*ACTION – Cathy Quinton will contact Marianne Szczuryk to obtain a schedule of planned levy deposits and report this information back to the Board via email, before the next Board meeting on June 19, 2019.*

The Board discussed the timing of the BIA's Annual General Meeting in January and the affect this has on income (levy installments).

*ACTION – Cathy Quinton will reach out to Marianne Szczuryk for clarity around the determination of the Leslieville BIA's fiscal year; the ideal timing for an Annual General Meeting, and why, and the ideal time for membership approval to the annual budget, and how this impacts our current practice and will report this information back to the Board via email, before the next Board meeting on June 19, 2019.*

## **5. Committee Updates**

**Strategic Planning:** Conner Marvin presented to the Board a draft of the RFP for a strategic planning consultant. The following overall action and timelines were agreed upon by the Board:

Conner Marvin & Cathy Quinton finalize RFP draft / Issue to Board via email for feedback: **May 24, 2019**

Board Responses due / incorporate changes: **w/o May 27, 2019**

Issue to short listed Consultants: **June 4, 2019**

Proposals Due: **June 18, 2019**

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

- **Wanderlust:** Christiane Tetreault confirmed that the event will be held on Saturday, November 23, with the Councillor's Tree Lighting in Leslie Grove Park happening the Friday prior. More details on Wanderlust are pending a meeting with Parks & Forestry and proposed layout of event which is in development. The Board is aligned to this timing.
- **Website:** Christiane reported on the state of the website in terms of security, hosting, monthly maintenance, and ownership of domain names. It is confirmed that we have secured four (4) domains (listed below) at a total cost of approximately \$100 per year. The domains, designed to protect the Leslieville brand, are as follows:
  - Visitleslieville.com
  - Visitleslieville.ca
  - Visitleslieville.org
  - Visitleslieville.info



*ACTION – Cathy Quinton will reconcile initial website domain payments made by Ara Mamourian to secure the four purchased on the BIA’s behalf.*

Christiane reviewed Jump estimated costs associated with maintaining the website beyond content writing and updates:

Maintenance: \$150 per month

Security: \$35 per month

Yearly hosting: \$100-150

Spending decisions:

- The Board is aligned with annual renewal of the four domains at an approximate cost of \$100 each year.
- It was decided that the BIA will take care of the plugin updates, with training provided to the BIA administrator as needed.

*ACTION – Christiane Tetreault and Cathy Quinton will meet to discuss training gaps for backend website maintenance, yearly hosting assignment, etc.*

*ACTION – Cathy Quinton will consult with Contemporary Computers on the status of yearly site hosting.*

- **Directory:** The directory will be larger this year and have higher circulation, resulting in the need to sell more ad pages in order to ‘break even’. The Board discussed inviting non-members to advertise to help keep costs in line, but prefers to exhaust all attempts with BIA members first. At the time of writing, 10 of 24 have been sold. The originally planned distribution date of June 15, 2019 is delayed as a result. The current directory (of which there is a small supply) will be used in the meantime, inserted with a ‘fond farewells/warm welcomes’ loose sheet, reflecting latest listing updates.
- There is Board appetite to have the directory distributed via other channels such as hotels, and tourism outlets, such as The Ex. The Leslieville BIA strategic plan will further direct those choices.
- Brad Daniels asked that there be consideration given to continuing with a merchandising piece that, without sufficient ad sales, may not actually break even. Similarly if other advertisers outside of the BIA membership are accepted, this may not be seen as fair to levy-paying members. Christiane Tetreault added that member advertisers is preferred over ‘outsiders’, and also suggested that the total distribution would stay the same (12,000) but the ratio of method of distribution, paid vs. bulk could be adjusted to bring production costs in line.

*ACTION – Cathy Quinton will remind member businesses of the Directory advertising opportunity and pursue non-competitive local supporters as needed.*

**Communications:**



- **Newsletter:** A rough template has been created for a new newsletter to be distributed door to door, and adapted for MailChimp, for issue on a monthly basis. In order to keep costs down, the BIA will consider black and white vs colour photocopies.

*ACTION – Cathy Quinton will create a mock-up newsletter and issue to the Board members for feedback, prior to the next Board meeting.*

- **Welcome package:** Content sections are identified, but package is not yet finalized. Deferred.

**Development:** The BIA has received a suggested template for a City-approved streetscape RFP and is adapting this for our use.

*ACTION – Donald Peckover will present the 1<sup>st</sup> draft of the Leslieville BIA Streetscape RFP at the next Board meeting on June 19, 2019.*

**HR:** Rebeca advised the Board that the Canada Summer Jobs position has been filled by Serena Rawana who will start work with the BIA on May 27, 2019. She is planning to graduate in 2022 from Wilfrid Laurier University with a Bachelor of Business Administration (Honours), and has impressive volunteer experience that will transfer well to the BIA role which will focus on marketing and events support. She will report directly to Cathy Quinton who will engage Board members as applicable. Rebeca suggested that the BIA consider a cash bonus based on exemplary performance. This was discouraged, as such monies have not been budgeted for, and instead, the Board is amenable to a celebratory lunch or dinner or gift certificate to a BIA business.

*ACTION – Cathy Quinton will on-board the summer hire and work with Jennifer Orenstein to complete and issue required paperwork to the federal government to secure 100% employment grant funding.*

## **6. Other Business**

**Vandalism and crime prevention:** Cathy Quinton advised the Board that a local business has reported being subject to very unpleasant, unwanted recurring visits from a particular customer and feels that incidences of this nature are escalating to the point where the BIA should mitigate. Cathy Quinton advised the member to contact the BIA's local crime prevention officer and report the crime; that the BIA cannot post or inform other BIA members of incidence specifics involving a business or person (no 'outing on social media), but that the BIA members-only Facebook group has been used in the past – with discretion - regarding vandalism, thefts, etc. of mutual concern.

*ACTION – No further action by the BIA will be taken regarding vandalism and crime prevention.*



**Corporate Donations:** Cathy Quinton advised that the BIA has received solicitations for corporate donations (e.g. 'Little league' sports teams, not-for-profit arts festivals & events and in some cases, registered charities), and asked for a Board position on the matter.

*ACTION - The Board unanimously agreed that the BIA will not be a source for corporate donations at all, as this does not align to the BIA's mandate to offer resources, and provide support and information to BIA members. (No further action).*

**BIA Leadership Fund - 2019/2020 Cohort - Program Launch:** Cathy Quinton advised that applications are now being accepted until June 28, 2019 for this certificate program. The BIA Leadership Fund provides emerging leaders in Toronto's BIA movement with full tuition (tuition value: \$2,827) to Ryerson University's Local Economic Development (LED) Certificate Program as well as support through mentoring and networking opportunities. More info here: <https://www.kickstartbia.ca/>

*ACTION – Cathy Quinton will forward the LED Certificate program application information to interested Board members.*

## **7. Next Meeting**

The next meeting of the Leslieville Board of Directors will be held on June 19, 2019 at 9:00 a.m. at The Burren.

## **8. Adjourn**

**On a motion made by Conner Marvin, seconded by Jennifer Orenstein, 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 and Cathy Quinton will work to reconcile line item (detail) labelling conventions in QuickBooks to better reflect municipal audit practices as well as the BIA member-approved budget / budget details.*

*ACTION – Cathy Quinton will contact Marianne Szczuryk to obtain a schedule of planned levy deposits and report this information back to the Board via email, before the next Board meeting on June 19, 2019.*

*ACTION – Cathy Quinton will reach out to Marianne Szczuryk for clarity around the determination of the Leslieville BIA's fiscal year; the ideal timing for an Annual General Meeting, and why, and the ideal time for membership approval to the annual budget, and how this impacts our current practice and will report this information back to the Board via email, before the next Board meeting on June 19, 2019.*

*ACTION – Cathy Quinton will reconcile initial website domain payments made by Ara Mamourian to secure the four purchased on the BIA's behalf.*

*ACTION – Christiane Tetreault and Cathy Quinton will meet to discuss training gaps for backend website maintenance, yearly hosting assignment, etc.*

*ACTION – Cathy Quinton will consult with Contemporary Computers on the status of yearly site hosting.*

*ACTION – Cathy Quinton will remind member businesses of the Directory advertising opportunity and pursue non-competitive local supporters as needed.*

*ACTION – Cathy Quinton will create a mock-up newsletter and issue to the Board members for feedback, prior to the next Board meeting.*

*ACTION – Donald Peckover will present the 1<sup>st</sup> draft of the Leslieville BIA Streetscape RFP at the next Board meeting on June 19, 2019.*

*ACTION – Cathy Quinton will on-board the summer hire and work with Jennifer Orenstein to complete and issue required paperwork to the federal government to secure 100% employment grant funding.*

*ACTION – No further action by the BIA will be taken regarding vandalism and crime prevention.*

*ACTION - The Board unanimously agreed that the BIA will not be a source for corporate donations at all, as this does not align to the BIA's mandate to offer resources, and provide support and information to BIA members. (No further action).*

*ACTION – Cathy Quinton will forward the LED Certificate program application information to interested Board members.*



## 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

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

### February

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

### March

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

### April

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

### May

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

### June

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

### July

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

### August

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

### September

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

### October

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

### November

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

### December

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