

**Leslieville BIA
Board of Directors Meeting
MINUTES
Wednesday, June 19, 2019
9:00 a.m.
The Burren**

Board Members Present: Christiane Tetreault, Jennifer Orenstein, Rebeca Montiel, Conner Marvin, Laura Anonen (Councillor Paula Fletcher's office), and Donny Peckover

Regrets: Ara Mamourian

BIA Coordinator: Cathy Quinton

Guests: Marianne Szczuryk, City of Toronto BIA Office, Serena Rawana, Marketing & Events Coordinator (Canada Summer Jobs)

1. Welcome

With quorum established, Christiane Tetreault presided as Interim Chair, welcomed guests and opened the meeting at 9:10 am. The BIA's summer hire, Serena Rawana, was introduced.

It was noted that all Board members received an email on June 9, 2019 from Brad Daniels' stating his decision to resign as BIA Chair.

On a motion made by Rebeca Montiel, seconded by Connor Marvin, it was resolved to accept Brad Daniels' resignation as BIA Chair. Motion carried.

ACTION - It was explained that Christiane (Vice Chair) will serve in the interim as BIA Chair, until further notice.

ACTION – Marianne Szczuryk will facilitate the acceptance of the Chair's resignation by Toronto East York Community Council at the next applicable Council meeting date, expected to be in September, 2019.

2. Declaration of Conflict of Interest

None declared.

3. Approval of the Minutes of the Previous Board Meeting Held May 22, 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 May 22, 2019. Motion carried.

The BIA coordinator will provide 2-3 reference copies of previous meeting minutes at Board meetings effective with the next Board meeting. This is to reduce printing costs. Board meeting attendees are asked to kindly bring their own copies or refer to the minutes online for discussion and approval.

4. Financial Statement / P & L

Jennifer Orenstein presented the BIA Profit and Loss Statement for the period January 1, 2019 to June 17, 2019.

Income \$62,914.47

Expenses \$30,497.13

Net (ordinary) Income \$32,417.34

Net Income \$32,417.34

The Board briefly discussed budget allocations for advertising expenses whereby smaller expenses will reside under either 'Brochures or Flyers' or 'General Marketing', and if pertinent to events, these items would reside under designated event budget line items, such as 'Signature Event', or 'Smaller Festivals and Events'.

Jennifer Orenstein confirmed the purchase of GIC's as previously approved by the Board. Any earnings from the investments will be reported by the BIA's auditor at the next annual general meeting. Should any monies need to be moved, Edward Jones will require 48 hour notice. Currently, approximately \$40,000 is held in the Operating fund. The BIA continues to receive sponsorship money from Directory advertisers as well as 'offers of support' from film production companies (most recently Kim's Convenience).

Marianne Szczuryk suggested that, with the recent resignation of the BIA Chair, a Board requires a minimum of two signing authorities and may wish to add a third signing authority.

On a motion made by Conner Marvin, seconded by Donny Peckover, it was resolved to remove Brad Daniels as a BIA Board signing authority and appoint Rebeca Montiel as a third BIA co-signer, in addition to Christiane Tetreault and Jennifer Orenstein. Motion carried.

ACTION – Jennifer will work with TD to remove Brad Daniels and add Rebeca Montiel to the BIA account as a signing authority.

5. Committee Updates

Strategic Planning: Conner Marvin presented to the Board a draft of the RFP for a strategic planning consultant. He suggested that the deadline to submit a proposal be extended past the two weeks originally agreed upon and that the payment ceiling be removed to encourage more

applicants. The due date from respondents would be designed as such that shortlisted proposals with a Committee recommendation could ideally be reviewed by the Board by the September, 2019 Board meeting.

It was decided to remove the Streetscape Master Plan as an 'Appendix' to the Strategic Plan Draft RFP, and instead include that they are two separate documents, of which inform one another.

On a motion made by Jennifer Orenstein, seconded by Donny Peckover, it was resolved to accept the edits to the Strategic Planning RFP draft as presented. Motion carried.

ACTION - The Board agreed upon a full BIA Development Committee meeting to finalize the Streetscape Master Plan RFP before submission.

ACTION: Cathy Quinton will ensure that the LESLIEVILLE block lettering document header is replaced by our logo in all BIA correspondence and documents, in order to remain brand-consistent.

Marketing and Events: Christiane Tetreault advised that the Committee had met on Monday, June 17, 2019 and made decisions pertaining to various initiatives as follows:

- **Directory:** Awaiting final draft from Kinnon Elliott, otherwise will be set for distribution within the following weeks. Although 17 (vs. 12 in 2018) ads were secured in attempts to offset project costs, increased distribution and total number of book pages may result in an overage of approximately \$982. The Board agreed to absorb, as it is a Member vehicle with all members receive a listing, regardless of mention through paid advertising.
- **Newsletter:** Christiane expressed positive feedback from business owners regarding the online distribution and physical June newsletter.
- **Transit Shelter:** Must be updated to reflect new BIA colour scheme, design will be discussed with the Marketing Committee and once finalized will be added to Google Drive when complete.

ACTION – Cathy Quinton will work with Astral to determine timing and cost to change-out existing transit shelter creative.

- **Movie in the Park:** Based on feedback acquired through a Facebook Poll of approximately 30 respondents, community members are interested in Incredibles 2. Toronto Parks and Forestry have indicated that the event may be eligible for Arts and Music – Movie Night permit category. Christiane suggested that the poll continue and to share it on the 'I am a Leslievillian' Facebook group.

ACTION – Christiane Tetreault will share the movie poll on ‘I am a Leslievillian’ and Laura Anonen will request to have the poll shared via the Councillor’s Facebook page.

ACTION: Cathy Quinton will send details once the movie choice is finalized, to Councillor Paula Fletcher’s office to assist with movie license costs and any further promotion.

- Floral Program: The deadline for contest will be extended to mid-August, 2019. The Committee will consider reaching out to local garden centres/florists regarding discount on flower planters for businesses. The BIA has budgeted sufficient funds for 50 businesses to receive \$100 on presentation of a paid garden receipt, but few have done so. The board unanimously approved to apply some of the floral budget to Phase 1 capital improvement costs as per Marianne Szczuryk’s suggestion. Although this deadline has passed, rough cost estimates for Phase 1 are being accepted to the end of July.

ACTION – Cathy Quinton will work with Donny Peckover to submit a Phase 1 streetscape cost proposal before July 31, 2019.

- Social Media: Just launched Instagram Highlights and Instagram Stories to the BIA page. Monitoring continues but have so far seen positive results and will continue to post accordingly.
- BIA Welcome Package: The Committee is awaiting estimated cost from printing services.

ACTION: The 1st draft of the BIA Welcome Package, once approved by the Marketing Committee, will be added to the Google drive for Board review.

Website: Front end work continues, with Jump and Contemporary Computers providing colour scheme estimates.

Development:

- BIA Bench Storage: The Board unanimously approved action to move two benches (one from behind East Side Social and one residing at 1185 Queen St. E.) to 1001 for temporary storage, at a cost of \$250. The BIA thanks Michael Kuipers for his storage space.

ACTION – Cathy Quinton will enquire with the City, about replacing generic benches in Leslie Grove Park with the three BIA branded benches.

- Inconsistent Queen St. E. boulevard pavers: Cathy Quinton noted that there is non-uniformity of sidewalk paving between developments on Queen St. E. Although one meeting was held in 2015 with Public Realm when Harhay reached out to discuss

boulevard plans specific to pavers, no other such developer meetings occurred. Marianne Szczuryk mentioned that, once it is known that developer plans have been submitted to the City, reaching out to Public Realm and Transportation to confirm these details for consistency in pavers and having this in the BIA Streetscape Master Plan will ensure these details are not overlooked going forward. In addition, the BIA can add a suggested list of items to include on new developments, such as: historic plaques or distinguishable flower arrangements.

- Hydro Pole Banners: The Board agreed that the BIA branded banners will need to be replaced soon, at BIA cost, due to wear.
- Streetscape Master Plan: Donny Peckover suggested having our Streetscape Master Plan as an appendix within the Strategic Plan. Marianne Szczuryk expressed that other BIA's often open suggestions to the Streetscape Master Plan at 90% completion for additional feedback. She also addressed that there is no deadline for the budget for the Streetscape Master Plan and that the City of Toronto reimburses only after they are **fully** invoiced, after which the City reimburses 50% of the cost. It will be a board decision to phase in/ schedule payments. Marianne also mentioned that it could take approximately 4-6 weeks to receive the reimbursement once the invoice is received.

6. Other Business

- Board Expansion/ Development: The possibility of expanding the Board was discussed, and Marianne Szczuryk added that she has seen successful Boards include variety in their stakeholders (for example, Bank representatives are welcome candidates).
- AGM: The timing of the Leslieville BIA AGM was discussed, in the context of creating a better timing for levy installments. A possible levy increase was discussed but received with hesitation as property tax increase was quite significant for commercial property owners most recently. It was noted that budget discussions will occur in late summer, possibly necessitating a summer Board meeting (the Board has traditionally skipped August). Further discussion is required.

7. Adjourn

On motion made by Conner Marvin, seconded by Donny Peckover, it was resolved to adjourn the meeting at 10:30 a.m. Motion carried.

SUMMARY OF ACTION ITEMS:

ACTION - It was explained that Christiane (Vice Chair) will serve in the interim as BIA Chair, until further notice.

ACTION – Marianne Szczuryk will facilitate the acceptance of the Chair’s resignation by Toronto East York Community Council at the next applicable Council meeting date, expected to be in September, 2019.

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