

**Leslieville BIA
Board of Directors Meeting
MINUTES
Wednesday, July 17th, 2019
9:00- 10:55 a.m.
The Burren**

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

Regrets: Ara Mamourian, Marianne Szczuryk (City of Toronto BIA Office)

BIA Coordinator: Cathy Quinton

Guests: Serena Rawana, Marketing & Events Coordinator (Canada Summer Jobs)

1. Welcome

With quorum established, Christiane Tetreault presided as Chair and opened the meeting at 9:10 am.

2. Declaration of Conflict of Interest

None declared.

3. Brief update on Canada Summer Jobs placement

Summary provided by summer student. July newsletter to be issued before the end of the month. Contract ends on July 26th, 2019.

4. Approval of the Minutes of the Previous Board Meeting Held June 19th, 2019

The minutes were reviewed with a request to remove the Streetscape Master Plan as an 'Appendix' to the Strategic Plan RFP, and instead include that they are two separate documents, of which inform one another.

On a motion made by Christiane Tetreault, seconded by Donny Peckover, it was resolved to approve the minutes of the previous board meeting held on June 19th, 2019, as amended. Motion carried.

ACTION - Revise June 19th, 2019 minutes to state that the Streetscape Master Plan as an 'Appendix' to the Strategic Plan RFP draft will be removed, so as to indicate that they are two separate documents of which inform one another.

4. Finance/ P & L

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

Income \$62,914.47
Expenses \$30,497.13
Net (ordinary) Income \$32,417.34
Net Income \$32,417.34

Budget Update: 50% of payment for bench cleaning has been issued. Remaining payment will be sent upon completion of the project.

We are currently up to date with our budget, however 'repairs and maintenance' may cause the budget to be exceeded. Booklet is set against advertising, however we are yet to receive the remaining payments from advertisers in the Business Directory. Jennifer Orenstein advised that the 2020 budget must be discussed in the upcoming weeks and suggests a reallocation of budget away from 'events' (including Wanderlust) and put towards another category (advertising, website, development, repairs and maintenance). Wanderlust budget to be discussed in detail during upcoming budget meeting. In preparation for November AGM, board budget approval date is October 8th, 2019, therefore budget needs to be completed by August. Donald Peckover will assist with the Budget Committee meeting. Budget meeting is tentatively scheduled for August 7th. If budget is approved during budget committee meeting, there will be no need to gather for the August 14th Board meeting and the budget could be approved at the September board meeting.

Budget from this year's Streetscape budget could be reallocated to cover the cost of Strategic Plan. More to be discussed during budget meeting.

ACTION – Cathy to forward Budget template, deadlines, and instructions to Budget Committee.

ACTION – Cathy to engage Marianne Szczuryk for her assistance with the budget meeting.

5. Committee Updates

Strategic Planning: Deadline for Strategic Plan RFP closed on July 12, 2019 and five proposals were received. The BIA Coordinator's topline comments / assessment was presented by Serena. Implementation of Strategic Plan RFP is August 1st, 2019. As proposals all exceeded the anticipated budget, our budget will have to be altered to cover the cost of the Strategic Plan. Think Fresh | Futures Present was approved as the best suited option for the Strategic Plan based on the overall vision for the project and past experience with similar projects. However, consideration will be given to the other organizations to contribute towards the Streetscape Master Plan or provide consulting services later if required.

On a motion made by Connor Marvin, seconded by and Jennifer Orenstein, it was resolved to award the Strategic Planning project to Think Fresh | Futures Present, at a cost of \$10,170 including HST. Motion carried.

In order to cover the cost of the Strategic Plan, budget will need to be reallocated from advertising and this year's Streetscape Master Plan to cover the Strategic Plan.

Furthermore, the Streetscape Master Plan's timeline and project start date will be decided based on information gathered from the Strategic Plan.

ACTION - Discuss with Marianne Szczuryk if the anticipated cost of the Strategic Plan is eligible for additional funding from city services to cover the anticipated cost.

Development:

- Paving issues along Queen Street East were brought forth by the Councillor's office. Based on the recommendation of the Councillor's Office, it was recommended that we approach developers before construction to ensure paving guidelines are accurately followed. The eventual creation of a streetscape master plan will also drive this deliverable.
- Christiane spoke to growth of the BIA, indicating that this can be achieved by expanding BIA borders by 10% each year, resulting in additional funding for the BIA, without an increase in the BIA's levy.

ACTION – Cathy will revisit information from the City BIA office concerning 'Annex' practices.

- Parking: Before residential developments undergo construction, BIA must approach developers alongside the Councillor's office to improve current parking constraints.

ACTION - Laura Anonen to speak to the Councillor regarding current parking situation and permitted parking in the area for both residential and commercial use.

- Cigarettes: Cathy advised that there had been a complaint from a resident about prevalence of cigarette butts outside of her residence (in close proximity to a restaurant on Queen). Jennifer also advised that cigarette butts have been left at their doorstep left over from the night before as a result of the next door neighbour's patrons. Laura advised that there is a staff report due back in the fall regarding a recommendation to have business owners be responsible for managing cigarette butt refuse. In the meantime, restaurant owners manage this privately (some not so well).

ACTION – Cathy will add a small item in the BIA members' newsletter as a reminder to all to manage cigarette butt waste.

- Local news and insights: Christiane asked Cathy, in conjunction with the Councillor's office, to provide relevant updates at each Board meeting, of any new developments, business changes or features that will impact the street or may be key to our growth and / or information that Board members should be made aware of, especially in light of plans underway (Strategic Plan + Streetscape Master Plan).

- Toronto Hydro Overhead Electrical Upgrade Ward 14 (Queen St. E. from McGee to Coxwell): Toronto Hydro is planning to rebuild the aging overhead electrical system in the BIA to ‘...help improve service reliability. The rebuild includes upgrading overhead electrical cables and replacing hydro poles on city-owned property.’ Cathy has had discussions with Toronto Hydro and conveyed the BIA ‘wish list’ to help mitigate member concerns throughout the project timeline (August, 2019 to December, 2020). It was agreed with Hydro that a pre-construction meeting will take place in mid-July for all stakeholders to meet with Hydro to understand the project scope and to ensure open communication.

ACTION – Cathy will follow up with Toronto Hydro on the date for the pre-construction meeting.

Marketing and Events:

- Welcome Package

ACTION - Welcome Package to be finalized and to include logo as the heading instead of ‘block’ lettering.

- July Newsletter

ACTION: July newsletter to be completed. (Serena, Cathy)

- Branded merchandise

ACTION - Connor to provide ready to order merchandise details to Cathy.

- Website Revisions

Currently waiting for third pricing option for website updates.

- 2019-20 Leslieville Business Directory

Cathy advised that a resident from Greenwood and Gerrard reached out to the BIA on Facebook messenger concerned that the booklet excluded many Leslieville businesses and was misleading.

ACTION – Cathy will circle back again with the resident to request a phone number, and to advise that the Chair would be more than happy to call her to discuss any concerns.

- Movie Under the Stars

Cathy advised that the BIA is eligible for the 'Art in the Park' permitting program (free) and that, as part of the package, the City has facilitated a Toronto Public Health connection, in the event that we serve food (popcorn).

ACTION – Cathy will speak with Rebeca about borrowing Chartwell Avondale's popcorn maker for August 1, 2019, order product, and source food handler as necessary.

- Floral Program

The contest ends August 15, 2019, however, there is remaining budget which can be allocated to plantings, pending more information on cost/implementation. To be discussed at the Development Committee meeting.

- Shop 1KM – Christmas theme

Christiane reported that the Marketing Committee is considering the purchase or support of a Shop1Km coupon booklet timed for Christmas, with an approximate two-month shelf life. Details pending.

- Committee volunteer recruitment: Christiane will work with Cathy to find ways to engage more businesses to become more involved on BIA committees. All Board members were thanked for their ongoing contributions and commitment in this regard.

6. Other Business

The Board was advised that Ara Mamourian has indicated that he will resign from the BIA Board of Directors. The Board wishes to thank Ara for all of his contributions and support for the businesses and the BIA throughout his Board tenure.

On a motion made by Conner Marvin, seconded by Jennifer Orenstein, it was resolved to accept Ara Mamourian's resignation effective immediately from the Leslieville BIA Board of Directors. Motion carried.

ACTION – Cathy will request a resignation notice in writing from Ara and forward to Christiane and to the BIA office, along with a change notice, for Council approval.

SUMMARY OF ACTION ITEMS:

ACTION - Revise June 19th, 2019 minutes to remove the word 'Appendix' and outline that the Strategic Plan RFP and Streetscape Master Plan are meant to inform one another.

ACTION – Cathy to forward Budget template, deadlines, and instructions to Budget Committee.

ACTION – Cathy to engage Marianne Szczuryk for her assistance with the budget meeting.

ACTION - Discuss with Marianne Szczuryk if the anticipated cost of the Strategic Plan is eligible for additional funding from city services to cover the anticipated cost.

ACTION – Cathy will revisit information from the City BIA office concerning 'Annex' practices.

ACTION - Laura Anonen to speak to the Councillor regarding current parking situation and permitted parking in the area for both residential and commercial use.

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ACTION – Cathy will circle back again with the resident to request a phone number, and to advise that the Chair would be more than happy to call her to discuss any concerns.

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