

November Board Meeting Minutes
Date: Wednesday, November 18, 2015
Time: 7:30

Location: The Attic Arts Hub, 1402 Queen St. E, Upper level

Attendees: Andrew Sherbin, Allen Malloy, Christiane Tetreault, Jennifer Orenstein, Rochelle Straker, Alex Buchanan, Erica Woods, (Councillor Fletcher's office), Zsofia Zambo (Councillor McMahon's office), Marianne Szczuryk, Mirella Martino (City BIA Office).

Guests: Guy Anderson, Leslieville Historical Society, and Tina Panagiotou, Owner, Yaya Restaurant

Absent: Councillor Paula Fletcher, Councillor Mary-Margaret McMahon

1. Order and Welcome to Guests

- i. **Guy Anderson** from the Leslieville Historical Society introduced himself and provided to the Board an overview of the Society's mandate and activities, highlighting the rich history of Leslieville. The Board responded by inviting Guy to consider taking a more active role in the BIA by attaining membership through appointment by a current member who is unable to exercise their rights as a Member.
- ii. **Tina Panagiotou** introduced herself as one of the BIA's newest members, and reviewed with us her interest in supporting the business community through the recent opening of Yaya this past fall. The BIA wishes Tina well in her new endeavour!

2. Approval of October Board meeting Minutes

- i. Motion to approve: Allen Malloy Seconded by: Brad Daniels All in favour – carried.

3. Jennifer Orenstein reviewed current BIA P & L – January – December, 2015

- i. *Income \$ 82,706.13*
- ii. *Expenses \$ 39,649.93 – admin fee, events primarily*
- iii. *Capital Purchases \$ 5,478.79 (banners/benches)*
- iv. *Net Income \$ 37,577.41*

(Above figures will be updated prior to December 9th meeting)

The BIA has realized an HST refund in the amount of \$ 1,800.00.

The City BIA office has reminded us that they require signed copies of monthly P & L statements for the FY 2015, at our earliest convenience. C. Quinton to co-ordinate.

4. Events Committee Update

- i. Rochelle Straker provided a brief overview of plans underway for Wanderlust. Business participation overall has increased to triple compared to the previous year and those businesses will be featured in a new online 'app' which provides users with detailed information on what each business is offering, depending on the day of participation (Thursday or Sunday, or both). This year, Thursday evening 6-9 will be the Wanderlust Evening 'Soiree' – essentially a 'retail – open late event' which is being kicked off by the community festive Tree Lighting in Leslie Grove Park (a joint effort between the BIA and Councillor Fletcher). Live Gnomes will wander Queen St. E. answering questions and encouraging everyone to play the Gnome Scavenger Hunt by visiting the stores. On Sunday, along with more shopping and biz activities and experiences, is the addition of two (2) outdoor markets, one at Knox Avenue (combination of the Leslieville Flea and Farmers Market) and one at Avondale Retirement Residence parking lot (Arts Market vendors). There will be a Tasting Tour on



Sunday as well as a Gallery Crawl. We have hired an event organizer and social media person to support and help spread the word out to the Community.

5. Development Update

- i. Brad Daniels provided a Mural update. Councillor Fletcher's office orchestrated a stakeholder get together to discuss replacing the current mural at Jones & Queen. There is a good likelihood that funding at a higher level to facilitate the change will be guided by the City mural process which began with a written RFP issued to an invited list of about a dozen City-approved mural artists. Six of these people were 'short-listed' for initial proposals for which an honorarium is being provided to help offset proposal development costs (\$ 500.00 x 6). Three (3) finalists will then be chosen to present their work at Ralph Thornton Community Centre, with a decision made by Committee by March 1st. The winning artist will complete their work over the course of the Summer months.
- ii. Eyren Davis to convene a Development Committee meeting with interested BIA members that will serve for new and continuing development projects affecting the BIA in 2016.

6. 2016 Budget / AGM

- i. Largest change is due to the proposed shift of part-time co-ordinator status to full-time. This will require rationale for BIA membership as it relates to overall 2016 Budget. C. Quinton to provide scope of work and full-time \$ rationale for AGM purposes, with input from Chair and other Committee members.
- ii. 25% of BIA levy remains in budget for future Capital reserve
- iii. BIA Master Plan will wait for additional area Planning Study intelligence to inform Board's next steps
- iv. Budget to be reviewed and approved by the Board at next Board meeting in December, after which a hard copy will be delivered no later than December 23rd, to each storefront business, emailed to the City's database, as well as a copy emailed to the BIA's email database (possible posting on BIA closed facebook group as well) in order to comply with 20 business days advance notice to AGM meeting, confirmed for January 25th. Yaya has been identified as a possible location for the AGM. Decision pending.

7. Other Business

- ii. Jennifer Orenstein advised the Board of Digital Mainstreet (a TABIA initiative) and the impact it will have on all BIA's, urging the Leslieville BIA to take an active part in embracing this initiative. C. Quinton to reissue relevant background information to Board members for review.

8. Meeting Adjournment

- iii. Motion to adjourn: Rochelle Straker Seconded by: Jennifer Orenstein. All in favour – carried. Next meeting (last one of the year) will be held at 10 Hastings. Board agreed that a potluck 'would be nice'. (Board members please indicate what you are able to bring by emailing leslievillebia@gmail.com). Thank you!

