

Leslieville BIA December Board Meeting
Minutes
Wednesday, December 15, 2016
7:30 p.m.
10 Hastings Avenue

Board Members Present: Andrew Sherbin, Brad Daniels, Allen Malloy, James Lane, Rochelle Straker, Christiane Tetreault, Jennifer Orenstein, Ara Mamourian

Councillors/Representatives: Abby Ramcharan—office of Councillor Mary-Margaret McMahon

Regrets: Tracy Kelly, Councillor Paula Fletcher, Marianne Szczuryk - City BIA Office Representative

BIA Co-ordinator: Cathy Quinton

1. Approval of November 8 Minutes

Motion by James Lane to approve. Seconded by Ara Mamourian. All in favour. Carried.

2. City of TO360 Wayfinding Project – special presentation by Chris Ronson, Project Manager, Transportation Services, Public Realm Section

- Chris provided a comprehensive overview of Toronto’s new 360 Wayfinding initiative, one that is designed to encourage residents and visitors to explore and learn about the City by walking.

- Based on response, the units will be presented as a public service product, void of advertising (as in some other former similar products), although there will be ‘localized’ branding likely (e.g. BIA logo).

Following a successful ‘totem’ pilot in the Financial District, Public Realm will present a recommendation to Council in April, 2017 to commence a 5-year roll out across the City, of approximately 600 units plus 1,400 map versions in the City’s transit shelters.

It is expected that ‘partnerships’ will – at least in part – fund the \$ 10,000.0 project, and that this translates to a 1x cost to BIA’s of \$ 12.0 (pre-tender). The BIA would not realize this cost (and it would be sourced via a 50/50 ‘capital funding request’ at that, until 2018.

3. Committee Update (s)

Financial

BIA P & L – January – December 14, 2016

Income \$ 131,397.76

Expenses \$ 71,355.01

Net (ordinary) Income \$ 60,042.75

Other Expenses (Capital Purchases): \$ 22,440.11 (benches)



Net Income + \$ 37,602.64

Development & Streetscape

New Developments - Committee acknowledged the imminent commencement of projects in the area, namely, Daniels Corporation (former Jim's Restaurant location), Harhay Development (Red Door Shelter, etc.) and the East Harbour (former Unilever plant). The BIA has not been notified of any upcoming stakeholder or public consultations of note, but will keep the membership informed as projects develop.

Leslieville Streetscape Project – As reported in last month's minutes, the hope is to still announce our Streetscaping Project at our AGM at January 16th; however the BIA still requires guidance from City departments, per earlier discussions with City department reps (summer City Hall meeting). Councillor McMahon as well as Councillor Fletcher's offices are to inquire internally, as to the status of our request for guidance.

Benches – Ceili Cottage is the new recipient of a Leslieville BIA bench – with placement just outside their picket fence. It is also the Committee's understanding that Avondale retirement residence has also taken delivery of two (2) new benches reflecting the Leslieville BIA's colour and design (minus the name plate) which Avondale funded privately.

Next Development Committee Meeting – held quarterly, the next meeting is to be held in the New Year, likely after the AGM.

Marketing/Events

Mere days away from our **Wanderlust 2016 10th Anniversary** and planning has gone well, with few hitches. Special thanks to both of our City Councillors for their support for Wanderlust and in particular, coordination of successful partial street closures and parking consideration(s); inclusion of our event in constituency newsletters; and financial contributions for additional promotional support. Cathy to brief Councillor McMahon on her role as 'Wanderlust Wheels' shuttle ambassador; Cathy to follow up with Victoria in Councillor Fletcher's office regarding finalization of Park prep for Thursday night Tree Lighting (also to contact Tim of Parks department regarding use of temporary lighting, etc.). Weather promises to be reasonable (at least for Thursday evening!). All members are encouraged to spread the word and encourage participation by their customers as there are many Wanderlust-specific offers and specials being featured via our online 'navigator': <http://leslievillebia.com/wanderlust/wanderlust-2016/#thursday>. Good luck, and have fun, everyone!

3. Planning: Annual General Meeting and Budget for 2017



Date of AGM has been changed to January 16th. Mark your calendars! Event venue is tbd – Cathy to reach out to membership for possible locations. Committee Leads: please prepare content framework for presentation draft.

4. Other Business

Rochelle Straker has advised the Board that she and her sister Alison will be moving their business, Cry If I Want To, out of the BIA boundaries early in 2017. As such, it is with some regret that Rochelle will be resigning from the Board. Rochelle expressed her thanks and appreciation for the opportunity to be a founding member of the Board and to be a part of our success and growth over the last four (4) years. She will be greatly missed.

Cathy to facilitate updated status with City BIA office.

5. Motion to **adjourn** by Jennifer Orenstein, seconded by Rochelle Straker. All in favour, carried. **Next BIA monthly Board meeting: December 14, 7:30 p.m. at 10 Hastings Avenue.** (thanks, Brad!!). *We will be having a seasonal potluck, so contact Cathy with your offering!*

