

Leslieville BIA Board Meeting
MINUTES
Monday, February 12, 2018
7:00 p.m.
The Vandenberg House
1400 Queen St. E.

Board Members: Andrew Sherbin, Allen Malloy, Lucas DiGiovanni, Ara Mamourian, Jennifer Orenstein, Christiane Tetreault, Laura Anonen – Councillor Paula Fletcher’s office

Absent: Tina Panagioutou, James Lane, Tracy Kelly, Brad Daniels, Councillor Mary-Margaret McMahon and City BIA Office Representative, Marianne Szczuryk.

Guests: Kasey Dunn: Owner, Brick & Mortar Arts (The Attic, Leslieville)

1) Welcome

With quorum established, Andrew Sherbin opened the meeting, thanking Christiane Tetreault for the meeting facilities and introducing guest Kasey Dunn, owner of Brick and Mortar. The official acceptance by Toronto East York Community Council of Lucas DiGiovanni and Tina Panagioutou as new Leslieville BIA Board members was shared. The Board wished them all the best in their roles.

2) Approval of Minutes – January 9, 2018

The Board reviewed the minutes of the January 9, 2018 Board meeting and accepted them as presented.

On a motion made by Allen Malloy, seconded by Ara Mamourian, the minutes of the Board meeting held January 9, 2018 were approved. Motion carried.

3) Committee Updates

Financial

- a) **BIA P & L – January 1, 2018 – February 12, 2018**
Discussion deferred.

ACTION – Cathy will email P&L to Board members along with minutes from the meeting.

Marketing

Development & Streetscape

See sub-committee discussion under, ‘Strategic Master Plan’.



Leslieville BIA Governance

a) Board Executive roles

The Board discussed executive roles and confirmed that the Board members will continue until next election, in the following capacities:

Chair – Andrew Sherbin
Co-Chair – Tracy Kelly
Treasurer – Jennifer Orenstein

The Board discussed solutions to alleviate demand on Board members to conduct in-person banking on behalf of the BIA. It was agreed that the Coordinator could serve in a back-up capacity.

ACTION – Jennifer Orenstein will draft a letter to the bank, to be issued on Leslieville BIA letterhead and signed by the BIA Chair, indicating that the BIA Coordinator has permission to deposit and pay government bills on behalf of the BIA.

b) Procedural By-law and Terms of Reference

Andrew Sherbin summarized procedural by-law and notable items in Chapter 19 of the Municipal code pertaining to BIA Boards, terms of reference and code of conduct.

ACTION – Cathy Quinton will issue to Board members via email, copies of relevant documentation along with online links to material relevant to the discussion.

ACTION - All Board members are encouraged to review the documentation and to retain it for ease of reference for the balance of their term.

4) 2018 Strategic Planning

Cathy Quinton presented to the Board a suggested approach to BIA Strategic Planning for 2018. The practice of strategic planning for BIAs is common and encouraged to help BIA's identify key economic drivers, prioritize goals specific to their BIA and maintain focus.

The Plan will be headed up by a Visioning (Strategic Planning) Committee under which sub-Committees will fall, inform, and be informed, i.e. Marketing & Events, Development, Streetscape, Recruitment (as needed), etc.

The process will be iterative, and recognizes that seasonal and historic demands will drive certain activities (e.g. Wanderlust) that will be executed in parallel sequence as the 'bigger picture' is developed. A copy of the 2018 Strategic Planning approach is available via email upon request.



Sub-Committee Development

- a) 2018 Strategic Planning Committee: Chair – Jennifer Orenstein
- b) Marketing / Events: Co-Chairs – Ara Mamourian; Christiane Tetreault
- c) Development: Chair – Andrew Sherbin
- d) Recruitment: Chair – Allen Malloy

Remaining BIA Board members are invited to serve on Committees as follows:

Tina Panagioutou, Lucas DiGiovanni – Marketing / Events
 Brad Daniels - Development

All Committee chairs are encouraged to actively recruit additional committee volunteers from the BIA businesses and the surrounding community. Ara Mamourian reported that he has connected with Julie Mitchell from Torq Ride and Michael Kuipers from 33 Developments who have expressed interest in working closely with the BIA this year. Kasey Dunn from Brick & Mortar (The Attic) is also available to volunteer on any Committee requiring help. Chairs are invited to reach out to her directly.

6) Other Business

a) Graffiti

The Board discussed the graffiti problem in the BIA. Cathy Quinton presented a representative quote (a) to remove current tags (once for spring clean-up) and (b) to provide monthly upkeep. The Board agreed that budget could be sourced to pay for a 1x sweep of the business neighbourhood, however monthly upkeep would continue to be the responsibility of the business owners.

On a motion made by Christiane Tetreault, seconded by Lucas DiGiovanni, it was resolved to obtain revised competitive quotes for option a) 1x BIA graffiti cleanup, plus a preferred rate quote for business owners to maintain monthly cleanup, at their cost. Motion carried.

Option	# Affected Locations	Cost Per Affected Store	Total BIA Monthly Cost	# Cleanups Per Year	TOTAL
a)	100	-	-	1x only sweep	\$3,600.00
b)	100	\$ 6.00	\$ 600.00	12	\$7,200.00

ACTION – Cathy Quinton will request revised competitive quotes for a 1x neighbourhood sweep of tags (option a), including both affected storefronts and BIA benches.



ACTION – Cathy Quinton will request preferred monthly tag upkeep for BIA members and provide to the Board to determine next steps.

b) Hydro Pole Banners

Cathy Quinton presented an updated audit and confirmation of banner placements as follows:

Pole 267 (there are two with this number in our BIA) – could not receive a banner because it is in a construction zone.

Pole NN (between Morse and Carlaw) – a tree is partially blocking the pole which would block the banner. Do not recommend placing banner here.

Pole 321 – banner was damaged, installers replaced it with a new banner

Pole 347 – banner was installed

Pole 349 – banner was installed

Pole 357 – banner was installed

Pole 359 – available for a banner

Other notable updates:

Pole 337 – damaged – requires replacement

For a copy of the banner map, contact the BIA at leslievillebia@gmail.com

7) Adjourn

By unanimous decision the Board closed the regular portion of the meeting at 8:40 p.m.

