

Leslieville BIA Board Meeting
MINUTES
Monday, March 12, 2018
7:00 p.m.
THE DUKE LIVE
1225 Queen St. E

Board Members: Andrew Sherbin, Allen Malloy, Lucas DiGiovanni, Ara Mamourian, Jennifer Orenstein, Christiane Tetreault, James Lane, Brad Daniels, Abby Ramcharan – Councillor McMahon’s office, Nicholas - Councillor Paula Fletcher’s office

Absent: Tina Panagioutou, Tracy Kelly, and Marianne Szczuryk, City BIA Office Representative

Guests: Rafiq Dosani – Leslieville BIA Auditor (from 7:40 to 8:37 p.m.)

1) Welcome

With quorum established, Andrew Sherbin opened the meeting, thanking The Duke for the meeting facilities. It was noted that Rafiq Dosani would arrive later to review the balance sheet and January-December, 2017 P&L from the finalized Leslieville BIA Annual Audit for 2017.

2) Approval of Minutes – February 12, 2018

The Board reviewed the minutes of the February 12, 2018 Board meeting.

On a motion made by Allen Malloy, seconded by Christiane Tetreault, the minutes of the Board meeting held February 12, 2018 were approved. Motion carried.

3) Committee Updates

Financial

BIA P & L – January 1, 2018 – March 12, 2018

Income \$ 1,271.86

Expenses \$ 13,390.25

Net (ordinary) Income negative \$ 12,118.39

Net Income *negative* \$ 12,929.93

Strategic Planning (formerly Visioning Committee)

An example of a SWOT (Strengths, Weaknesses, Opportunities and Strengths) analysis for the BIA was circulated for review along with examples of a mission statement and Goals. A Committee meeting will be scheduled outside of regular business hours and will be held before the next Board meeting.

ACTION – Cathy Quinton will issue the SWOT example to the Membership and ask for input, requesting quick turnaround. It will be explained that the Strategic Planning Committee will



use this information to craft the BIA's Strategic Plan to address key issues, and that all are welcome to contribute and/or join the Committee.

Development & Streetscape

Filming: Andrew Sherbin stated that it would be beneficial to have a discussion around the process and issues experienced as a function of recent filming in the BIA.

Allen Malloy expressed frustration with the Film office's disregard of Rules of conduct for film production and their crews. Through his investigations, he has found that they seem not to be adhering to the Rules, or appear to change the Rules to suit their needs.

Brad Daniels suggested that, as long as the Rules are published and shared with all parties, they should serve as 'common ground' reference in the event of any disputes. Allen Malloy acknowledged that the general Rules are published online, adding that each production is different. It was suggested that for every Film Notification issued, a copy of the actual Permit, including any special variances to the General Rules, be on the reverse. Any private information will be redacted. It was agreed that the BIA's role is to advocate for businesses, not residents.

The BIA will meet with Film office personnel after March Break, to communicate the BIA's concerns, using specific recent examples where the Rules were not followed, e.g. The Rule that states that the BIA will be issued a copy of Film Production Notifications. The BIA requests that a representative from the Councillor's office attend this meeting. Nicolas Valverde agreed, on behalf of Councillor Fletcher's office.

ACTION – Cathy Quinton will provide Board members with a copy of the meeting recap held in November, 2017 (see Appendix)

ACTION – Allen Malloy will draft a list of alleged violations to the Rules on recent productions.*

**identifying the online link as the published source.*

ACTION – Cathy Quinton will work with Allen Malloy and Nicolas Valverde to schedule a meeting with the Film office for after March Break. Andrew Sherbin, Tina Panagioutou, as well as any other interested Board members may also attend.

Graffiti & Security: Revised quotes are pending from candidate suppliers to provide one graffiti cleaning paid by the BIA, with an offer to maintain monthly upkeep at the owners cost, at a preferred rate.

ACTION – Cathy Quinton to finalize contractor 1x and preferred monthly rate for businesses.



Marketing & Events

It was confirmed that Jump has been hired to redo the BIA website. A kick off meeting is planned for Friday, March 16, 2018 at 10:30 a.m.

A Marketing Committee meeting will be scheduled before the next Board meeting to discuss priorities and short term and long term next steps. Christiane Tetreault noted that Marketing & Events plans will need to bear in mind the BIA's overall strategic objectives.

ACTION – Cathy Quinton will set up Google Drive access to Committee reports, correspondence and documents.

Recruitment

Recruiting new volunteer Committee members was discussed and various ideas suggested. In addition to a 1:1 welcome to new businesses by the BIA Coordinator, the Board discussed developing a BIA Welcome Package to provide key points of orientation, and create engagement. All Board members are encouraged to 'talk up' the BIA and benefits of volunteering.

4) Other Business

2017 Audit: Rafiq Dosani reviewed the 2017 Balance Sheet and January to December 2017 P&L from the final 2017 Audit, which met with the Board's satisfaction.

On a motion made by James Lane and seconded by Brad Daniels, it was resolved to approve the final 2017 Balance Sheet and January to December, 2017 P&L as presented. Motion carried.

BIA Boundaries: The Board discussed the possibility of expanding the BIA geographic boundaries to include businesses and property eastward as far as Woodfield Avenue.

ACTION – Cathy Quinton will consult with Marianne Szczuryk to determine next steps. Riverside BIA will also be consulted about the process they followed to expand to include additional businesses.

Lucas DiGiovanni offered to serve as a BIA representative to engage 1:1 with prospective 'new' members.



APPENDIX

From: Susan Serran <Susan.Serran@toronto.ca>

Date: Mon, Nov 20, 2017 at 5:13 PM

Subject: Film Protocols

To: "Andrew Sherbin (andrew.sherbin@edwardjones.com)"

<andrew.sherbin@edwardjones.com>

Cc: "allen@danieljewellers.com" <allen@danieljewellers.com>, Laura Anonen <Laura.Anonen@toronto.ca>, Leslieville BIA <leslievillebia@gmail.com>, Eric Jensen <Eric.Jensen@toronto.ca>, "tina.panagiotou@yahoo.ca" <tina.panagiotou@yahoo.ca>

Good Afternoon Andrew,

Thank you for facilitating what was a very constructive meeting with members of the film community, Mr. Malloy of Daniels' Jewellers who has raised issues with filming in Leslieville and Tina Panagiotou of YAYA. Members of the film community in attendance were: Anne Richardson, Location Manager of The Handmaid's Tale, Jeremy Pinard, Asst Location Manager on The Handmaid's Tale, Andrew Gainor – Director's Guild of Canada, Ontario Locations Department, Caucus Rep, Jim Mirkopolous, Owner, Cinespace, Sarah Ker-Hornell, Consultant and Member of the Toronto Film, Television and Digital Media Board and Eric Jensen, Film Office Manager, City of Toronto.

Councillor Fletcher was attending the Toronto East York Community Council meeting which was still in progress and as a result, I attended on her behalf.

Thank you to Ara Mamourian for providing the meeting space and to Sarah Ker-Hornell for providing the following notes from the meeting:

The 'go-forward" suggestions:

Film Permit Office City of Toronto

- Each permit could have area sensitivities added
- Each permit could have BIA contact info (email and phone)
- Each permit could be sent to City's BIA office for sending to relevant BIA, as well as relevant Councillor
- Each permit could make mandatory that locations team meets with BIA in advance of paper notices, to discuss parking and sidewalk uses

Leslieville BIA

- meet with each locations team in advance of shooting to discuss parking and sidewalk uses, and share intel with BIA members



- Each written locations notice be sent via email to all BIA members, reiterating that members should contact either the location, the permit office, or the BIA office with any complaints or concerns.

Production Companies

- when setting up cones the night before, clear, large signage indicating short term parking still possible
 - explore valet parking opportunity, when parking taken by production vehicles
 - Additional memo to crew on the location specific to the location sensitivities, including security folks
 - Memo to crew to encourage using local business for shopping, food, etc
 - ensure that sidewalks clear for pedestrians/customers, with no crew clusters
 - No bbq/cooking/heating meals on the sidewalk; use local restaurant suppliers
-

Prior to this meeting the Director's Guild of Canada (DGC) ran the following item in their newsletter and at Andrew Sherbin's request I am including it here:

WHEN YOU'RE WORKING ON LOCATION, YOU'RE A GUEST

When filming on location, we occupy other people's space, and as ambassadors for the film and television industry, we need to represent it in a more positive way to ensure that our current production levels are not threatened.

Here are some pointers for more positive interaction in location neighbourhoods:

- Limit smoking and loitering to designated areas only, or try to step away from areas with public pedestrian traffic.
- Communications should be spoken, not yelled, and walkie headsets should be worn to limit the volume of noise pollution around set. If you are on an open handset, please keep the volume down, and be mindful of people within earshot if 'private' conversations are being held on the air.
- Eliminate all use of foul language and raised voices.
- Do not block access to properties other than contracted locations. Ask your Locations Dept. where you can sit, put gear, smoke, park, etc., but don't just help yourself to the neighbour's yard, driveway or porch.
- If a property owner or neighbor approaches you regarding an issue, be respectful and polite, and listen to them rather than just calling Locations and walking away. They might have a very small simple problem that's easily attended to and/or fixed, and they just want to be heard. If a problem is more complicated, tell them that you will call the Locations Department for them. Try to give the Locations team a heads-up on the issue rather than just letting them come in cold.
- Notify Production and Locations immediately if something is broken or damaged on location.



- Treat everyone you encounter on location as you would like to be treated if your roles were reversed.

Please be aware that the City of Toronto publicly publishes a Code of Conduct (https://www1.toronto.ca/City%20Of%20Toronto/Economic%20Development%20&%20Culture/Business%20Pages/Filming%20in%20Toronto/PDF%20s/code_conduct_cast_crew.pdf) for film crews, and it is regularly provided to city residents for reference. Please take a minute to review it, and please be kind to our neighbours out there!

In summary, this meeting provided a great opportunity to begin a constructive dialogue between business owners and members of the film community. There was a genuine openness on the part of the film reps to take steps to improve communication both internally with their crews and also with local businesses. Similarly, ensuring the information provided to the BIA regarding filming activities was passed on to the members in a timely fashion was viewed by all as an important component of improving communication. Unless, a particular business or enterprise is being used as part of the film shoot or their business is actually not able to function as a result of the film shoot it is not feasible to offer financial compensation.

There was general consensus that Leslieville is a popular area for film shoots. It is also home to many people who work in the industry. Finding a way to work together respectfully is in everyone's best interests and these protocols provide the groundwork for moving forward.

Once again – thank you to everyone who participated in the meeting. I ask that this communication be shared with your members.

Sincerely,
Susan

SUSAN SERRAN

Executive Assistant

Councillor Paula Fletcher

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