

Leslieville BIA
MINUTES
Monday, May 14, 2018
7:00 p.m.
Property.ca Leslieville
1028 Queen St. E

Board Members: Andrew Sherbin, Allen Malloy, Jennifer Orenstein, Lucas DiGiovanni, Christiane Tetreault, Ara Mamourian, James Lane, Laura Anonen,

Absent: Tina Panagioutou, Tracy Kelly, Brad Daniels, Marianne Szczuryk, City BIA Office (represented by Mike Major), Councillor Mary-Margaret McMahon

Guests: Mike Major - Economic Partnership/BIA Office

1) Welcome

With quorum established, Andrew Sherbin opened the meeting, thanking Ara Mamourian for the meeting space and all for attending, including guest, Mike Major.

2) Approval of Minutes

- March 12, 2018 (amended)

On a motion made by James Lane, seconded by Lucas DiGiovanni, it was resolved to approve the minutes (amended) of the March 12, 2018 Board of Directors meeting. Motion carried.

- April 9, 2018

On a motion made by Allen Malloy, seconded by Lucas DiGiovanni, it was resolved to approve the minutes of the April 9, 2018 Board of Directors meeting. Motion carried.

3) Committee Updates

Strategic Planning Update: Jennifer Orenstein updated the Board on the recent meeting on the Strategic Planning process, which is going well. The Committee met to brainstorm objectives and potential tactics for the BIA, based on survey results from 40 BIA members. At the meeting, it became necessary to refine the draft mission statement. The group came up with *key words** to describe the BIA's unique points of difference. Committee members were asked to write their version of a mission statement with Leslieville's key attributes in mind. From this group of submissions, and input from the Board, a final statement will be determined.



**Leslieville Key Words*

- *We are supportive; we support one another (biz:biz; resident:resident; resident:biz; biz:resident)*
- *We are creative*
- *We are authentic*
- *We are 'cheeky'; a little bit 'plucky'*
- *We are a little town in a big city*
- *We're 'artsy'*
- *We are very inclusive*
- *We are very 'aware'*
- *We offer 'variety'*
- *We are 'foodie heaven'*
- *We have many 'colourful' people*
- *We are 'real' people who own the business and we are 'just like you'*
-

Financial:

BIA P & L – January 1, 2018 – May 14, 2018

Income \$ 2,351.54

Expenses \$ 28,327.87

Net (ordinary) Income *negative* \$25,976.33

Net Income *negative* \$ 25,976.33

Marketing & Events: Ara Mamourian updated the Board on the progress of the new website, due for launch the end of May/beginning of June.

ACTION – Cathy Quinton will share the web design concept with Board members.

Wanderlust: Cathy Quinton reported that, based on the last Marketing Committee meeting, the priority is to release the new Wanderlust sponsorship package, noting that sponsorship dollar levels will remain the same as last year.

2018-19 Leslieville Business Directory: Sales of advertising in the 2018-19 Leslieville Business Directory are such that there will be essentially a 100% cost recovery of the design and production.

Sounds of Leslieville & Riverside: The BIA's 'Sounds of Leslieville & Riverside' festival programme ad was circulated for Board review, noting that a one day 'Sidewalk Fest' will take place on the Saturday of the festival dates.

Winter Wanderlust/Window Wonderland: Christiane Tetreault mentioned discussion during the Strategic Planning session that spoke to the membership's desire to continue with a holiday themed shopping/dining evening, and that the Committee will design a window decorating contest to engage biz's as well. Depending on the municipal election outcome, the BIA is amenable to partnering with the local Councillor for a festive tree lighting that same evening.

Development & Streetscape:

BIA Expansion: Andrew Sherbin shared information on fulfilling the Board's request to look into expanding the BIA's boundaries. It was determined that an eastward expansion to Woodfield Avenue is preferable to – for example – looking into expansion north/south along Carlaw. Plans for a Dundas/Carlaw BIA were at one time being considered, but no recent news from the Councillor's office, per Laura Anonen.



ACTION – Economic Development will (i) map the expanded area, (ii) collect associated commercial property values, and (iii) provide a recommendation on next steps.

Hydro Banner Update: Cathy Quinton reviewed the status of the hydro pole banner placements, which met with the Board’s approval. Copies of the audit and rationale for placement is available to anyone, upon request.

Leslieville Butterflyway: Cathy Quinton presented the Board with Ed’s Real Scoop’s comprehensive planned initiative to involve the BIA in a pollinator garden project along Queen St. E. in the BIA’s tree planters. It was decided that the cost and the timing of the initiative preclude direction which will come out of the BIA’s Strategic Plan. There are two teams of one dozen people already in place to undertake local Leslieville pollinator gardens, none-the-less.

ACTION – Cathy Quinton will circulate the Butterflyway group’s request for support, to the BIA membership, for their individual consideration.

Filming: Andrew summarized the past month’s meeting held with the Toronto Film Office, and resolution to decisions made as noted in minutes and amended minutes of past meetings. Andrew Sherbin noted that recent filming in the neighbourhood went according to procedures as outlined from that meeting.

4) Leslieville BIA Governance & HR

Leslieville Business Improvement Area (BIA) – Board of Directors Member Expectations: All but three BIA Board members have signed this form which defines the roles and responsibilities of the Leslieville BIA Board of Directors.

ACTION - Copies of the signed form will be issued to the individuals for their records, and the originals held by the Secretary/Treasurer, Jennifer Orenstein. Cathy Quinton will follow up with remaining Board members for their signed forms.

BIA Film Liaison Communication: The Board discussed a communication piece written and posted publicly by Allen Malloy, BIA Film Liaison, concerning filming in Leslieville. As per the Chapter 19 of the Municipal Code, the Board found the communication piece to represent conduct unbecoming of a Board member.

Recording of BIA Board Meeting: It was found through discussion, that Allen Malloy was recording the meeting proceedings without the Board’s consent. Andrew Sherbin, Jennifer Orenstein and Ara Mamourian objected on record. Mike Major objected, and requested that this be noted in the meeting minutes.

Andrew Sherbin introduced a motion to remove Allen Malloy from the BIA Board of Directors. The motion was not seconded, and thus did not pass.



Ara Mamourian introduced a motion to remove Allen Malloy as the BIA Film Liaison until next Board meeting, and appoint Jennifer Orenstein in this role, in the interim. Votes were recorded as follows: two (2) ‘for’; one (1) ‘against’ and three (3) ‘abstained’. Motion carried.

5) Other

Board Meeting Times: The Board discussed the challenges of holding Board meetings at times that work best for everyone. For the time being, the second Monday of the month at 7:00 p.m. will remain the default.

The next meeting of the BIA Board of Directors will be held on Monday, June 11, 2018 at 7:00 p.m. Venue is tbd – location suggestions are welcome.

6) Adjourn

On a motion made by James Lane, seconded by Lucas DiGiovanni, it was resolved to adjourn the monthly meeting of the BIA Board of Directors. Motion carried.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Board of the Leslieville BIA. This document shall not be considered a verbatim copy of every word spoken at the meeting.

