

Leslieville BIA Board Meeting
MINUTES
Tuesday, October 17, 2017
8:30 a.m. – 9:30 a.m.
Home James Décor
998 Queen St. E.

Board Members: Andrew Sherbin, Brad Daniels, James Lane, Ara Mamourian, Allen Malloy, Laura Anonen, Councillor Fletcher's representative

Regrets: Councillor Mary-Margaret McMahon, Tracy Kelly, Tina Panagioutou, Christiane Tetreault, Jennifer Orenstein

Guests:

City BIA Office Representative: Marianne Szczuryk

BIA Co-ordinator: Cathy Quinton

Chartwell Avondale Retirement Residence: Lucas Di Giovanni

1) Welcome

With quorum established, Andrew opened the meeting, thanked James Lane for the meeting space, and welcomed Lucas Di Giovanni as a guest. It was noted that Lucas has submitted his request for Board appointment nomination. The Board added an agenda item to reflect a motion to accept the nomination.

2) Approval of Minutes – September 12, 2017

The Board instructed the Coordinator to add Brad Daniels to list of attendees.

On a motion made by Brad Daniels, seconded by James Lane, it was resolved to approve as amended, the Minutes of the BIA monthly Board meeting, held September 12, 2017. Motion carried.

3) Annual General Meeting – Confirmation of Meeting Date

The date for the 2018 AGM was discussed. Marianne Szczuryk informed the Board that policy has changed, such that AGM meetings must be held prior to January 16, 2018.

The Board unanimously selected Monday, January 15, 2018 7:00 p.m. as the date and time for the AGM.

ACTION: Admin is to search for suitable venues and report back to the Board.



Marianne Szczuryk reported revisions made July 7, 2017 to Chapter 19 of the Municipal Code (pertaining to Business Improvement Areas) and that these have now been posted online:

http://www.toronto.ca/legdocs/municode/1184_019.pdf. Additions/revisions of note include Eligibility to Vote (Schedule 'C' of the Code) as well as Section 19-3.7. Re: Board vacancies; replacements; additions - Item B - regarding meeting attendance.

Marianne also noted that nominees for appointment to a board for existing business improvement areas are to be elected at annual general meetings of the business improvement area membership held in Council election years (next year – 2018).

4) 2018 Leslieville BIA Draft Budget - Revision

It was noted that a correction is required to line item A on Page 2 of the 2018 Leslieville BIA Draft Budget document, to insert the \$ figure for 'Net Financial Assets' (to be sourced from the BIA's last audited financial statement).

On a motion made by James Lane, seconded by Allen Malloy, it was resolved to accept the Board's revision to the 2018 Leslieville BIA Draft Budget, with the understanding that insertion of the 'Net Financial Assets' figure would not ultimately change the BIA levy figure. Motion carried.

5) Committee Update (s)

a) BIA P & L – January 1, 2017 – October 16, 2017

Income \$ 124,014.82

Expenses \$ 95,204.77

Net (ordinary) Income \$ 28,810.05

Net Income 28,810.05

ACTION – The Board requested the Treasurer to change the company name, 'Stop the Gap' to 'Stop Gap' under, 'Advertising Expenses'.

b) Development & Streetscape

Murals:

The Vancouver Avenue at Queen St. E. mural is nearing completion with an expected unveiling on or around October 27, 2017. Ara Mamourian suggested engaging the local media to capture the event, i.e. The Mirror, Snap'd, etc. as well as supporting the event through social media. A portion of the miscellaneous promotion/events budget is available for associated costs (under \$ 1,000).

ACTION – Coordinator will arrange an 'unveiling' event date that works for the Artist, Studio, BIA and Ward 32 City Councillor – tentatively set for Saturday, November 4, 2017 mid-late afternoon.



The Boston Avenue at Queen St. E. mural work is underway as well. The Ward 30 Councillor's office will advise the BIA on expected completion date. The same miscellaneous BIA promo/event budget may be sourced to help fund a public 'unveiling' event.

c) Marketing/Events

Wanderlust:

Ara Mamourian updated the Board on Wanderlust 2017, held Saturday, September 30, 2017. The event was mentioned favourably online and very well attended. Overall, the Event came in under budget. A wrap up meeting with the Events Committee will be held prior to November 16, to review and to discuss learnings from this year, and effect on preliminary direction for next year.

ACTION – Coordinator will conduct a Doodle poll among Committee members for a compatible date and then open the invitation to all BIA members to attend.

Tree Lighting – November 23, 2017:

The Leslieville Festive Tree Lighting and BIA Late Night Shop Hop is scheduled for Thursday, November 23, 2017, pending the City Councillor's alignment.

ACTION - Laura Anonen will report back to the BIA once the date is confirmed with the Councillor's office. In addition, Laura will advise the BIA on the deadline for ad material, should it again be possible to share in the cost of a promotional area households 'door hanger' to promote this as a joint event.

James Lane announced that it is the intent of a select group of retailers to hold an extended hours festive shopping event, date tbd. Andrew Sherbin suggested that the retailers consider aligning to the Tree Lighting date, in order to leverage the Councillor/BIA joint promotion for the area.

6) Other Business

New Board Member Nomination: Lucas Di Giovanni submitted his request for nomination to the Leslieville BIA Board.

The Board unanimously resolved to approve the nomination of Lucas Di Giovanni to The Board of Directors of the Leslieville BIA, to fill a Board vacancy for the unexpired portion of the term, and to be brought forward to Community Council under delegated authority for appointment.

Request to change Board meeting day/time: A request has been made to the Board to consider changing the current meeting time from the 2nd Tuesday of every month from 8:30-9:30 a.m. to another time. The request was rejected for the time being, based on the following factors:



- The Board has already undergone several changes to the meetings schedule and feels the need for stability
- All Board members present at the meeting expressed no concern around the current schedule of the 2nd Tuesday of every month, from 8:30 to 9:30 a.m. , therefore:

ACTION - The day and time will remain as it currently stands for scheduled Leslieville BIA monthly Board meetings (2nd Tuesday of every month, from 8:30 to 9:30 a.m.), however, the Board is happy to reconsider this position after the BIA's Annual General Meeting on January 15, 2018.

Grants:

Digital Transformation Plan: Cathy Quinton reported that the City of Toronto Economic Development department has accepted the Leslieville BIA's Plan for Digital Transformation. Pending successful execution of the plan as submitted, the BIA will be awarded a grant of up to \$ 2,500 towards program costs.

ACTION – Coordinator will commence plan execution, drawing upon the expertise of various Board members as needed, and engaging qualified student volunteers, in order to fulfil all objectives. A monthly progress report is required, throughout the execution period of six months, from October, 2017 to March, 2018.

Celebrate Ontario 2018 – Single Year Project: It is reasonable to assume that the BIA could apply for this grant, possibly to fund our annual customer appreciation event, Wanderlust, framed as a tourist attraction. Due date: November 9, 2018.

ACTION – Coordinator will investigate requirements for successful completion of this grant application.

7) Adjournment

On a motion made by James Lane, seconded by Allen Malloy, and with no further business to discuss, it was resolved to close the meeting. Motion carried.

