

Leslieville BIA Board Meeting
Wednesday, February 25, 2015
7:30 p.m.
10 Hastings Avenue

MINUTES

Board Members: Andrew Sherbin, Ted Koutsogiannopoulos (absent), Rochelle Straker, Jennifer Orenstein, Mark Gleberzon, Eyren Davis, Allen Malloy, Christiane Tetrault, Alex Buchanan, Councillor McMahon, Councillor Fletcher

Co-ordinator: Cathy Quinton

Guests: Marianne Szczuryk, City BIA Office

1. BIA Administration
 - a. Andrew S welcomed new candidates Christiane T, Alex B (via Devan), and Allen M to the BIA Board.
 - b. Marianne S provided overview of the appointment process for BIA Executive (which followed at this meeting). In addition, Marianne S advised that there will be a BIA Orientation process for all members, comprised of 4-5 video modules to be presented at upcoming Board meetings (timing tbd)
2. Executive Appointments
 - a. Andrew S – **Chair**. Eyren D moved to appoint. Christiane T seconded the motion. All in favour – carried.
 - b. Eyren D – **Co-chair**. Andrew S moved to appoint. Rochelle S seconded the motion. All in favour – carried.
 - c. Jennifer O – **Treasurer**. Andrew S moved to appoint. Allen seconded the motion. All in favour – carried.
 - d. Motion to eliminate the position of **Secretary** (redundant, as Co-ordinator serves this role on most levels. Board members to volunteer in the event of Co-ordinator absence/inability to serve occur.
3. Committee Participation
 - a. Andrew S reinforced with Board members that the positions on the Board are for 4 years and as such are a long term voluntary commitment. The focus with this new Board will be to step up development of the Marketing Plan, as well as continue active participation, where applicable, in Developments affecting the businesses and their community.



- b. With Events requiring the most work, there will be a need for more volunteers on this Committee, and that these people can come from the community (not necessarily a BIA member), but all Committees must be led by a Board member
 - c. Given the overall complexity of Marketing (including Events and Promotion), it was decided to create a Co-chair role. Rochelle Straker will continue to serve as Chair, with Christiane Tetrault serving as Co-chair.
 - d. Development Committee – to incorporate the TTC Committee as well as Streetscaping and City Services relations. Agreed that this too is a very large commitment for one person, with the need for back up to be provided by other Board members whenever possible. Eyren D appointed Chair of this Committee.
 - e. It was suggested that social mingles could help encourage more BIA member engagement, and as such, a Social Committee has been formed, headed up by Mark Gleberzon.
4. Other Business
- a. Discussion around Development cost sharing BIA requests for capital costs whereby the city matches up to 50% of the \$. City BIA handles all the paperwork/admin for this.
 - b. New branded bench locations to be submitted to Raj to initiate permitting process and placement.
 - c. Other business owners expressing interest in BIA involvement: Cheri Stinson, East Side Social, Devan spoke of upcoming gallery crawls – to be discussed further in context of larger activity calendar for the balance of the year
 - d. BIA welcome package design to be taken over by the Marketing Committee – details to follow.
5. Adjourn
- a. Jennifer O motioned to adjourn the meeting. All in favour – carried.

