

Leslieville BIA Board Meeting
MINUTES
Tuesday, May 9, 2017
8:30 a.m.
10 Hastings Avenue

Board Members: Andrew Sherbin, Brad Daniels, Jennifer Orenstein, James Lane and Ara Mamourian

Guests: Marianne Szczuryk, City BIA Office Representative; Max Meighen, 1042 Queen St. E.

Regrets: Allen Malloy, Tracy Kelly, Tina Panagioutou, Christiane Tetreault and Councillor Mary-Margaret McMahon

Councillors: Councillor Paula Fletcher (Laura Anonen)

BIA Co-ordinator: Cathy Quinton

1) Welcome & Intros

With quorum established, Andrew opened the meeting, thanked Brad for the use of 10 Hastings, and introduced our guest, Max Meighen, representing a new business development at 1042 Queen St. E.

2) 1042 Queen St. E.

Max Meighen introduced himself as a partner for ‘Queen Brewery’, a new business taking over the site of HKBC at 1042 Queen St. E. Max has a kitchen background, having worked at Canoe, and in other restaurants in Montreal as well as London in the U.K. About 1.5 years ago, Max moved into brewing. Preliminary drawings of the new enterprise were shared with the Board.

The business is requesting a variance to what is currently allowable regarding proximity to residences. A hearing is scheduled for August 9th. The owners will issue a letter of notification to the surrounding residences and businesses concerning the variance request and notice of the hearing date. Prior to this, there will be an open house held. The BIA wishes Max and his team all the very best in their new venture.



3) **Approval of Minutes – April 11, 2017**

On a motion by James Lane, seconded by Ara Mamourian, the Board approved the minutes of the April 11, 2017 Board meeting. All in favour. Motion carried.

4) **Committee Update (s)**

Financial – P & L

BIA P & L – January 1 – May 9, 2017

Income \$ 58,502.19

Expenses \$ 27,427.98

Net (ordinary) Income 31,074.21

Net Income 31,074.21

Development

i. Stakeholder Meeting updates

Andrew reported that regular monthly meetings are being held for the **Salvation Army Hope Shelter**. At present, the BIA is helping to determine the best way to name the facility, so as to clearly identify it, but retain the dignity of the patrons. Cathy noted also that quarterly meetings are being held with local stakeholders (biz's, residents) of the **Daniels 'Logan'** development at Queen. We have a direct line to the site manager, Marc, who is already proving to be responsive to requests (parking issues).

ii. Vancouver/Queen E. Mural

Cathy advised that the BIA and the mural artist and agent recently met with the TTC to work through ability to access the east wall of 1401 Queen St. via the Connaught Yard, and to ask about possible contributions to the mural fund, since the grant only covers \$ 5,000 of the estimated total cost of \$ 15,000. David Nagler of the TTC will ask again about funding, although at first pass, it has already been turned down by Andy Byford. The Board discussed funding the balance of the cost via the budget reserve and agreed that this would be acceptable.

On a motion by Brad Daniels, seconded by Jennifer Orenstein, the Board approved the BIA contribution of \$ 10,000 towards the total cost of the mural project. All in favour. Motion carried.

Use of TTC equipment is also unlikely, due to liability. However, personnel are happy to provide safety orientations for anyone working on or around the site (mandatory). A hand drawn artist's rendering of the mural is in progress and will accompany a letter of introduction to the Board and to the Community, due out in approximately 4-6 weeks.



Marianne indicated that there is a BIA (name to be provided) which has had 27 murals created. This BIA could prove insightful as we move forward with our new addition.

Marketing/Events

Ara provided an update to Marketing and Events, indicating that the priority will be on building Wanderlust. The Committee is seeking names for the main HUBS that will form the backbone of Wanderlust. Pending the names and additional description, a full sponsorship package will be developed to enable sponsorship solicitation, first right of refusal given to last year's sponsors, followed by BIA members and then area prospects.

Cathy reported that ad sales for the **2017-18 Leslieville Directory** have gone well, totalling \$ 3,200, which will offset the majority of the design, production and printing costs for 5,000 pieces. The booklet will be printed in time for distribution at the Leslieville Tree Festival on June 17. Companion ads for the full page BIA Streetfest Ad in the **Sounds of Leslieville & Riverside** program have been sold, totalling \$ 600, representing just less than half of this total cost. The program will be distributed widely, beginning the week of June 19.

5) Adjourn

On a motion by Brad Daniels, seconded by James Lane, the Board adjourned the meeting. All in favour. Motion carried.

