

The Cabbagetown BIA - Board Meeting Agenda
Wednesday, January 24, 2024 at 5:30 pm

5:45 pm

CALL TO ORDER - Bill Renieris, Board Chairperson

Declaration of Conflict of Interest/Attendance/Quorum (5 of 3)

Regrets: Board Directors Rouma Taneja, Gerald Michaud (Treasurer), Daniel Megly

Guests: Board Directors Bill Renieris (Chair), Board Directors Tony Lafazanis (Vice-Chair), Patty Junior, Dave Stratton, and Tania Waldock; Executive Director Matthew Mohan; and the Councillor's Office.

October 11, 2023 Minutes, Approval - Bill

MTA: Tony Seconded: Dave Unanimous.

December Financials, Approval - Gerald

MTA: Seconded: Unanimous.

Revenue - This month, we've earned:

- *\$0 Levy. **Total received: \$420,902 of \$427,189 budgeted.***
- *\$0 Grants. **Total received: \$47,303 of \$45,000 budgeted.***
- *\$33,724 Festival Revenue from first Experience Ontario sponsorship and outstanding sponsorship. **Total received: \$130,816 of \$70,000 budgeted.***
- *\$250 Signature Events Revenue from Remembrance Day and Holiday in the Patch sponsorship. **Total received: \$1,000 of \$8,000 budgeted.***
- *\$1,186 in Other Revenue from savings account interest, merch sales, and The Canada Magazine sponsorship. **Total received: \$9,737 of \$10,000 budgeted.***

Expenses - This month, we've spent

- *Administration: ~\$17,913 largely with our usual salaries, rent, bookkeeping, office, and other monthly expenses + AGM expenses, holiday gifts, water cooler, and front door lock replacement. **Total spent: \$171,677 of \$181,629 budget.***
- *Capital: \$109 spent on a Cabbagetown Flag to test. **Total spent: \$15,087 of \$26,318 budget.***
- *Streetscaping, Repairs & Maintenance: \$3,419 of \$128,000 - on sidewalk cleaning, permit and Hydro fees, and the repair of our kiosk shelters. **Total spent: \$65,971 of \$128,100 budget.***
- *Advertising and Promotion: \$2,200 on social media by Rick Matthews for 2.5 months. **Total spent: \$23,745 of \$21,700 budget.***
- *Festivals and Events: \$26,446 almost entirely on festival expenses, but also on weekend carollers and Remembrance Day expenses. **Total spent: \$197,663 of \$147,187 spent.***

Total Expenses for 2023: \$474,144 of a total budget of \$543,769. Net Savings for 2023: \$135,613 (under budget) of \$16,420 budgeted to be under budget.

As of Dec 31, 2023, we have ~\$510,903 in cash/investment assets, made up of:

- *\$53,983 in our Chequing account.*
- *\$62,937 in our Savings Account*
- *\$250,000 in TD Cashable GIC in TD GICs @ 4.2%*
- *\$100,000 in TD Non-Cashable GIC @ 5.75%*
- *\$42,796 in Meridian Non-Cashable GIC @ 5.35%*
- *\$1,187 in Accounts Receivable*
- *Petty Cash*

-Will approve when Gerald returns at the next meeting.

ADMINISTRATION - Bill

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Annual General Meeting UPDATE AND DISCUSSION

Our AGM was held on Nov 15, 2023 at St Luke's Church and was a complete success! We had a total attendance of 26 - 18 members - who enjoyed delicious food and a well-run presentation of our accomplishments and plans. The 2024 budget was also passed.

Wednesday, November 20, 2024 has been confirmed as available and set aside by Michael Saunders for our next AGM. Please confirm this works for you and mark your calendars.

New Year Member Survey UPDATE

Last week, staff released our annual [New Year Member Survey](#) to get a sense of where our members' priorities lie. This internal information can help us better align our priorities and allocate funds. Key findings will be shared at the next Board Meeting. A volunteer has also gone door-to-door to businesses handing out a flyer with a QR code to the survey. *Please encourage your friends and neighbours who are members to complete the survey (Deadline to complete: February 11).*

STREETSCAPING - Bill

Safety & Security UPDATE AND DISCUSSION

We are moving forward with the **Morning Security Pilot** to patrol the BIA before business hours begin and clear people sleeping in doorways before staff/customers arrive, ensuring we are open for business. Following an RFP process, we received three proposals and ultimately decided to work with Best Guard Security (see [quote](#)). **Boyan Bozhkov will be joining us at this meeting to hear directly from you about the issues you've been facing and answer any questions.**

We are also a part of the **SafeTObia** committee, a subset of the City's SafeTO initiative, working towards, collectively, sharing best practices amongst each other in terms of safety issues; exploring potential solutions; and advocating to the city, partners, and other levels of government. Some things we can advocate for increased funding toward that could have a positive effect on safety and decrease crime along main streets include:

- Increased neighbourhood police and hours for each main street.
- Additional laneways provided enhanced cleanings.
- Enhanced graffiti removal on public and private property.
- Enhanced lighting on main streets.
- Expanding the Here to Help and other crisis management programs to undertake more patrols and proactively work with people on the street in our BIAs assist people in crisis; refer street-involved people to social services; call the police in emergency situations, provide crisis intervention and first aid; and liaise with community groups, social services, police, and business owners.
- Funding for businesses to implement security features.

Please share with me if you have any other ideas for where increased funding could make a meaningful impact.

Finally, we are creating a **Who to Call One-Pager document** which will contain information about who to contact about various issues, whether it be 911, the non-emergency police line, 311, 211, etc. The document will explain what each resource should be contacted for. The document will be complete by the end of February and distributed to all businesses.

Graffiti and Other Cleanup UPDATE

We recently hired a new worker, Mario, to do light graffiti removal, poster/sticker removal, and later,

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weeding. He has now been working for the last few weeks and has been very efficient at removing graffiti. He is currently working 4 hours per week and those hours will be increased when the weather is warmer. Our streetcleaners continue to work three hours per day picking up litter. [Here](#) is a list of graffiti that has been removed or is in the process of being removed.

We will be working on a plan for the spring to remove larger pieces of graffiti from public property and organize a volunteer group to paint over pieces of graffiti that cannot be removed by other means.

Pole Wraps UPDATE & DISCUSSION

We released an RFP for graphic designers, shared with our BIA colleagues, and received [three proposals](#), recommended by BIA colleagues.

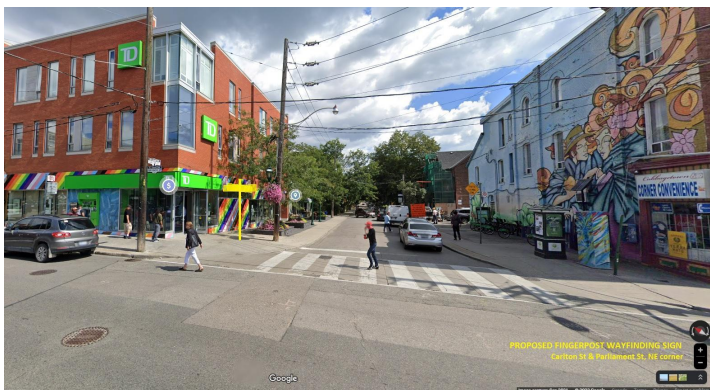
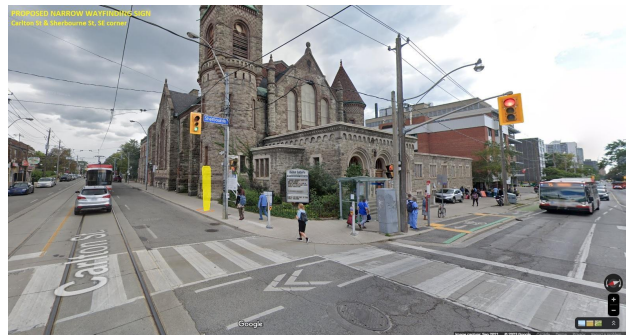
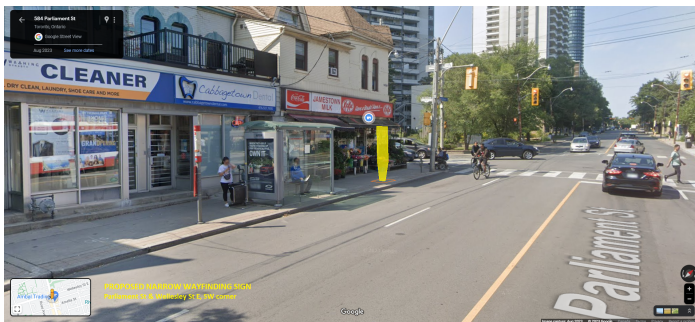
We are starting to fall behind on the pole wrap design process required for pole wraps to be installed in May/June (our fault). SGS needs the designs by mid-march, so we need to get started on the design ASAP.

Once we decide on which direction to take and hire a graphic designer, we need to work on finalizing the design ASAP; virtual meetings will be required over the coming month. **Who would like to be a part of this Brand Refresh and Pole Wrap Design Working Group?**

[-It's decided that we will await more proposal submissions before choosing a graphic designer at the next meeting.](#)

TO360 Wayfinding UPDATE

We met with the City and determined 2 spots for our new narrow TO360 signs and 1 for the finger post, by TD Bank. Let me know if you have any questions or thoughts. We'll work on the exact content for the maps/signs shortly.



Cabbagetown Flags Pilot UPDATE

We are moving forward with piloting the installation of 30 Cabbagetown flags, 2 per block. All 30 of the flag poles have been purchased. We bought samples of 3 flags to test the quality. One flag stood out as

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superior quality and we will be hanging it to test it out. Once a final decision is made on the best quality flag, they will be purchased and installed in the spring.

STEPS Accessible Art & Placemaking Toolkit UPDATE

The STEPS Public Art project in which they will identify and explore how art can be used to make public spaces accessible to people of all abilities within Toronto BIAs. STEPS developed and implemented a public art activation (\$5,000 min) that will be directed by community outreach focusing on accessibility. They offered a total of (6) painted StopGap ramps to eligible businesses (first come, first serve) for a nominal fee contribution of \$100 each (purchase of ramps cost \$2-500 general), helping to address a need highlighted by the community. These ramps would be painted with murals by artists living with disabilities. Participating artists will record their experiences as an artist living with disabilities in Toronto, with testimonials featured through QR code window stickers on the 6 participating businesses. This will create a mini-walking tour as visitors walk the BIA, viewing artwork by artists with disabilities and learning more about the experiences of people living with disabilities. See presentation [here](#).

Update: After receiving interest from 8 businesses, we only succeeded in moving forward with 3 businesses, as some were ineligible and others could not get ahold of to sign contracts. As well, one of the 3 businesses has closed, and we are in the process of trying to get the ramp back from their store. STEPS is moving forward with the artist photoshoot and installing QR stickers with the artist stories. If anyone knows if any businesses that is in need of a StopGap ramp, please let us know.

MARKETING & EVENTS - Bill

The Canada Magazine Promotion 2023 UPDATE

In the fall, worked with The Canada Magazine publish a 1 page photo ad, a 1 page editorial, and a 5 second static ad on the Gardiner that would be shown 336 times, for a very low cost. The magazine was distributed to all subscribers of the Globe & Mail and the National Post in early December - 100,000 readers; and the digital billboard ad ran from December 4-10 - min 30,000 impressions. You can see the magazine ad and editorial, [here](#). Thank you to sponsors FTJCo, The Great Mallard, Home Life/Realty One, Thai Room, Gushi Foods, The Epicure Shop, and St Jamestown Steak & Chops.



Dogs Welcome Stickers UPDATE

Dogs Welcome stickers have been distributed to businesses across Cabbagetown. A volunteer will go out in the coming weeks to visit any stores that may have been closed during the initial distribution.

Remembrance Day 2023 UPDATE

The Remembrance Day ceremony was very well attended. We estimate that around 150 people attended at the corner of Carlton and Parliament. MP Marci Ien and City Councillor Chris Moise both spoke during the ceremony, as well as multiple local business sponsors. Following the ceremony Gilles

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Huot, of the Cabbagetown Preservation Association, took interested attendees on a historical tour of the surrounding cemeteries.

Holiday in the Patch 2023 UPDATE

The BIA hosted Holiday in the Patch on December 2nd from 12-4pm. This year we had 25 member businesses participate, which is an increase from last year. We also had an overwhelming turnout from attendees. We estimate that around 250 people participated in the scavenger hunt. We collected prizes from various Cabbagetown businesses to add to a prize pack for the winner of the scavenger hunt. The Final Report will be shared shortly.

The Cabbagetown Festival 2023 UPDATE

We continue to hear from people that The Cabbagetown Festival was a huge success. Success highlights include:

- 65,000 attendees over the two days
- An estimated 5.98 million dollar impact (based on an average spend of \$92)
- 99% of visitors would like to see the Festival to return
- Over ¾ of attendees visited or discovered Cabbagetown businesses and 96% of businesses said the Festival brought them increased exposure
- Total media reach was 28.4 million
- In December, we won a TABIA events award for the Festival

A comprehensive final report can be found [here](#).

Photography of Business Members UPDATE

We are currently working with a photographer who will be going out in February to take photos of all Cabbagetown businesses. He will be taking exterior and interior photos, as well as product photos. These photos will give the BIA more content to post on social media of the various businesses. Once a date has been set, we will notify businesses so they can prepare for the visit.

Cabbagetown Cares Fundraiser UPDATE

We have partnered with Dixon Hall and St Luke's Church to bring back "Cabbagetown Cares" - a fundraiser to support their respective meal programs. It works by having Cabbagetown businesses choose an item or service from their business where all or most of the proceeds from the sale of that item/service will be donated. Each business will have a sticker on their window/door saying "This Business Supports the St Luke's Church and Dixon Hall Meal Programs." The program will be paired with an educational campaign (digital) around food insecurity to encourage ongoing support for the meal programs. It can help drive new foot traffic, sales, and positive PR for businesses.

We will send out a signup form for businesses shortly. *Program timeline: March 1 - March 30.*

-It can be a portion - let the business decide.

ShopCabbagetown2WIN Contest UPDATE

The [ShopCabbagetown2WIN Contest](#) is a proven marketing program that drives increased local shopping. The 6-week contest will award large weekly cash prizes to customers who spend above a minimum amount at a Cabbagetown business and submit their receipts each week. All Cabbagetown businesses will automatically be a part of the contest.

We will begin looking for sponsors shortly to fund the prize purse of \$6000. *Program timeline: April 15 - May 26.*

Self-Directed Walking Tours Program UPDATE

We applied for the Innovation Grant to fund [The Cabbagetown Heritage Walking Tours program](#), which will safely invite visitors to our business community for self-guided walking tours featuring the best examples of Victorian architecture that North America has to offer, date itineraries, and stories of the

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people who made Cabbagetown what it is today, enhancing our ability to attract tourism, increase sales to local businesses, and collectively market ourselves for future investment.

Update: We have been awarded \$50,000 towards the project and have since hired Tasneem Bandukwala, a seasoned project manager and BIA Coordinator, as the project manager. *Program timeline: June 14 - Aug 11.*

The Cabbagetown Festival 2024

UPDATE

Programming fees are being negotiated and a contract will be signed with CBM Event Productions shortly. Once the contract is signed, we will begin sponsorship and vendor acquisition. We will be in touch about the next Festival Committee meeting. *Festival Date: Sept 7-8*

GRANTS 2023 SUMMARY - Legend: Municipal (M), Provincial (P), and Federal (F)

<u>Grant name</u>	<u>closes</u>	<u>request</u>	<u>status</u>	<u>received</u>
Canada Summer Jobs (F)	-	\$10,025	- Successful	- \$10,025
Community Services Recovery Fund (F)	-	\$99,907	- Unsuccessful	- \$0
Experience Ontario (P)	-	\$88,975	- Successful	- \$46,319
Outdoor Mural and Street Art Program (M)	-	\$7,500	- Successful	- \$7,500
NEW: CafeTO BIA Grant	-	\$5,000	- Successful	- \$5,000
Main Street Innovation Grant (M)	-	\$50,000	- Unsuccessful	- \$0
Total of grants applied (max amount)		\$261,000+		\$68,844

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<u>Grant name</u>	<u>closes</u>	<u>request</u>	<u>status</u>	<u>received</u>
Canada Summer Jobs (F)	-	\$10,274	- Awaiting	-
Tourism Growth Program (F)	- Feb 29	\$	-	-
Experience Ontario (P)	-	\$20,000	- Awaiting	-
Summer Employment Opportunities Program (P)	-	\$3,816	- Awaiting	-
Cultural Festival Funding Program (M)	-	\$25,000	- Awaiting	-
PollinateTO Grant	-	\$5,000	- Unsuccessful	- \$0
Main Street Innovation Grant (M)	-	\$50,000	- Successful	- \$50,000
Total of grants applied (max amount)		\$114,000		\$50,000

OTHER BUSINESS.

8:14 pm **ADJOURNMENT**
MTA: Dave **Seconded: Patty Unanimous**