

5:37 pm **CALL TO ORDER** - Matthew Mohan, Executive Director
 Declaration of Conflict of Interest/Attendance/Quorum (4 of 3)
Regrets: Directors Bill Renieris (Chair), Gerald Michaud (Treasurer), Dave Stratton, and Rouma Taneja
Guests: Board Directors Antonis Lafazanis (Vice-Chair), Patty Junior, Daniel Megly, and Tania Waldock; Executive Director Matthew Mohan; the Councillor's office; and Economic Partnership Advisor Michael Saunders

CONFLICTS OF INTEREST? No.

July 17, 2024 Minutes, Approval - Matt
MTA: Daniel Seconded: Patty Unanimous.

July 2024 Financials, Approval - Matt

July 2024

Revenue - Last month, we earned:

- **\$0 BIA Levy Payment. Total received: \$313,916 of \$426,867 budgeted.**
- **\$5,230 in Canada Summer Jobs Grants. Total received: \$5,230 of \$0 budgeted.**
- **\$10,237 Festival Revenue from vendor sales. Total received: \$109,627 of \$105,000 budgeted.**
- **\$0 Signature Events Revenue. Total received: \$9,500 of \$7,000 budgeted.**
- **\$619 in Other Revenue from savings account interest. Total received: \$10,876 of \$7,000 budgeted.**

Expenses - Last month, we spent

- **Administration: ~\$22,336 on salaries, benefits, bookkeeping, a new safe for the office, other office expenses, rent, utilities, and our TABIA membership dues. Total spent: \$115,773 of \$221,752 budget.**
- **Capital: \$430 on hardware to install the cigarette receptacles. Total spent: \$11,091 of \$125,150 budget.**
- **Streetscaping, Repairs & Maintenance: \$2,378 - on sidewalk cleaning, a donation to support the florals in the Winchester gardens, a replacement mural sign, final security payments, and Hydro fees. Total spent: \$27,724 of \$110,230 budget.**
- **Advertising and Promotion: \$0. Total spent: \$6,225 of \$15,500 budget.**
- **Cabbagetown Festival: \$11,229 largely on a payment to CBM events, but also some advertising in the Bridge and Volunteer Toronto. Total spent: \$44,191 of \$151,000 budget. (reminder, we are projected to be \$110K+ over budget as we received over \$110,000 in unexpected revenue)**
- **Other Signature Events: \$5,280 on walking tours promotions and Meta boosting, and a replacement umbrella for the parklet. Total spent: \$72,855 of \$46,600 budget. (reminder, we are projected to be \$50K over budget as we received a \$50K grant)**

As of July 31, 2024, we have ~\$680,421 in cash/investment assets, made up of:

- **\$13,919 in our Chequing account.**
- **\$239,233 in our Savings Account @ (2.75% for \$25K+; 3.1% for \$100K+; 3.3% for \$250K+)**
- **\$255,677 in TD Cashable GIC in TD GICs @ 4.2%**
- **\$100,000 in TD Non-Cashable GIC @ 5.75%**
- **\$42,797 in Meridian Non-Cashable GIC @ 5.35%**

- *\$28,795 in Accounts Receivable (says 38K incorrectly in the Budget Sheet)*
- *Petty Cash*

MTA: Tania Seconded: Patty Unanimous.

ADMINISTRATION - Matt

Logo and Branding Refresh

UPDATE

The Committee met with Sarah to discuss patterns, and she's looking to produce one that is better for a background with green dominant, and one that is more bold and vibrant. We should receive mock-ups shortly.

\$1,000 "Community Sponsorship" Line Item

DISCUSSION

Previously, we have been donating \$1000 to the Cabbagetown Short Film Festival every year. The idea was that this "sponsorship" would be a reason for the Festival to avoid reaching out to our businesses for sponsorship during COVID. However, now that COVID is past, we need to think about a more equitable way of supporting local non-profit/charitable organizations with this funding, should we be funding them at all.

Staff recommend that we increase the Community Sponsorship to \$2000 - budget pending - allowing us to support up to 4 organizations per year with \$500 each, at the discretion of the Board or staff. This would be a gesture of goodwill and support to the community. In all cases, we would try to ask that businesses can receive some benefit (for example, partnerships with restaurants or free tickets), if possible. Donations would be clearly promoted as "supported by or funding from the local Cabbagetown BIA business community."

-We should not support any political groups.

-Staff to research and write a policy around the Community Sponsorship for Board review in the new year.

-Awareness around spreading it out amongst many organizations.

-Make sure we promote that we support these organizations.

-If we have the budget, consider increasing line to \$2500 for 5 companies.

-There to be flexibility in the amount given depending on the need.

-Consider having organizations apply for it.

STREETSCAPING - Matt

Graffiti and Other Cleanup

UPDATE

[Here](#) is a folder showing the light graffiti that Mario continues to remove on a weekly/bi-weekly basis and [here](#) is a list of graffiti and other street maintenance issues that continue to be tracked and managed.

Murals

UPDATE

A mural committee was created, composed of BIA staff, Patty, Tania, and Kelly and Sonja from Akasha, responsible for ranking a shortlist of artists for the 204 Carlton St mural and the planter murals, as well as provide feedback through the design process.

The top 5 muralists for the planters have been selected and notified. Next week they will receive contracts and then begin on the design process. Regarding the 204 Carlton project, we've narrowed it down to 5 artists and have asked Sonja and Kelly to make the final selection.

Cabbagetown Flags Pilot UPDATE

Receiving permissions and installation of flags is ongoing.

TO360 Signs UPDATE

Signs are targeted for completion in September.

Cigarette Receptacle Pilot UPDATE

6 new branded cigarette receptacles have been installed across the BIA. They will be emptied periodically with the butts sent for recycling.

Future Streetscaping Projects DISCUSSION

No matter the results of the Participatory Budgeting Projects, staff recommend that we move forward with planning for the following Capital Projects, which have the purpose of bringing an overall aesthetic change to the streetscape.

1. Completion of pole wraps, installed in Spring 2025 (already approved). Cost-share-eligible. ~\$108K
2. 18 new benches, installed in Spring 2026. Cost-share-eligible. ~\$84K.
3. Painted crosswalks at the Carlton/Parliament intersection. Cost-share-eligible. ~\$60K
4. Installation of Cabbagetown gateway signage at Anniversary Park, installed in 2026 (or whenever the park is complete). The Anniversary Park team is currently looking into if they can leave space within the park design for us to do this. Cost-share-eligible. ~\$75-100K.
5. Installation of Cabbagetown flags on any remaining interested businesses. Not cost-share-eligible. ~\$3,400
6. Painting of our bike rings in BIA-branded colours. Not cost-share-eligible. Unsure of costs, maybe \$100 each.

Motion to approve all of the above projects.

MTA: Tania Seconded: Patty Unanimous.

Public Portable Toilets DISCUSSION

A concern has been brought to our attention regarding people using the washroom in our laneways and near the rear of our members' buildings, and one idea presented would be for the BIA to provide outdoor toilets for the community. Costs are approx \$350-500/month for a public toilet with handwash and weekly cleanings. Thoughts?

[-The Board does not think it's a good idea.](#)

[-With the nearby Safe Consumption Site closing, there are concerns about people using drugs and/or overdosing in the washrooms.](#)

MARKETING & EVENTS - Matt

Self-Directed Walking Tours Program UPDATE

For the last month, we've ramped up our weekly e-blasts and socials about the Main Street Mosaic Tours and have just announced that we will be keeping them going past the end date of Aug 15, so that more people have the opportunity to take it throughout the year! We won't be able to continue promoting it as heavily, but we will be producing sidewalk stickers with QR codes to the tours to place around the BIA. We also just did a media interview and feature with CityNews which should be broadcast soon.

The Cabbagetown Festival 2024 UPDATE

- Revenue, to date: \$232,332.12
 - Vendor Revenue: \$79,283 (budgeted: 75K)
 - To date, we have 147 paid vendors (148 in 2023).
 - 374 vendor applications.
 - Sponsorship: \$33,049 (budgeted: 30K)
 - NEW: Tourism Growth Program grant of \$90,000
 - Total grants: \$120,000 (budgeted: \$0)
 - We have 82 members signed up to participate in the Festival, about the same as last year.
 - We have officially launched our promotions for the Festival! Including:
 - Email marketing campaign
 - Social Media Campaign and Facebook event
 - [Press Release](#) to 300+ media/creator outlets
 - Feature in Doug Fisher's blog
- Upcoming:
- Print marketing materials including 1 Astral shelter poster, 4 BIA Kiosk posters, general festival posters in the area, two large vinyl banners, and postcard distribution
 - Full page print ad in the August edition of The Canadian Magazine
 - Digital Billboard ad running on the 401 Airport Screen from August 26 - September 1, 2024
 - Interview on Global Radio AM 640
 - Paid media placements including influencers and digital news websites
 - Share with elected officials and residents' groups.
- We are still collecting applications from performers.
 - Our Call for Volunteers has been released. If you have any family members who might be interested in volunteering, share the application with them! To date, 99 volunteers have signed up (132 signups last year).

Festival Dates: Sept 7-8

-Can we get an electronic screen for the map.

-QR code of the website across the Festival.

GRANTS 2024 SUMMARY - Legend: Municipal (M), Provincial (P), and Federal (F)

Grant name	closes	request	status	awarded
Canada Summer Jobs (F)	-	\$10,274	- Approved	- \$5,353
Tourism Growth Program (F)	-	\$110,000	- Awarded	- \$90,000
Experience Ontario (P)	-	\$20,000	- Approved	- \$20,000
Summer Employment Opportunities Program (P)	-	\$3,816	- Unsuccessful	- \$0
Cultural Festival Funding Program (M)	-	\$25,000	- Successful	- \$10,000
PollinateTO Grant	-	\$5,000	- Unsuccessful	- \$0
Main Street Innovation Grant (M)	-	\$50,000	- Successful	- \$50,000
CafeTO Dining District Program (M)	-	\$5,000	- Approved	- 5,000
Outdoor Mural and Street Art Grant (M)	-	\$7,500	- Approved	- \$7,500
Total of grants applied (max amount)		\$236,500		\$177,853

OTHER BUSINESS.

-Put in some annuals even just for the Festival, in the Spruce garden.

6:50 pm ADJOURNMENT
MTA: Tania Seconded: Tony Unanimous