

The Cabbagetown BIA - Board Meeting Agenda
Wednesday, February 21, 2024 at 5:30 pm

5:50 pm

CALL TO ORDER - Bill Renieris, Board Chairperson

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

Regrets: Board Directors Bill Renieris (Chair), Gerald Michaud (Treasurer), Patty Junior, Daniel Megly, and Dave Stratton

Guests: Board Directors Tony Lafazanis (Vice-Chair), Rouma Taneja, and Tania Waldock; Executive Director Matthew Mohan; and the Councillor's Office.

January 24, 2024 Minutes, Approval - Matthew

MTA: Tania Seconded: Tony Unanimous.

December Year-End Financials, Approval - Gerald

Revenue - In December, we earned:

- *\$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 - In December, we spent:

- *Administration: ~\$18,549 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: \$4,218 - on sidewalk cleaning, permit and Hydro fees, and the repair of our kiosk shelters. **Total spent: \$66,771 of \$128,100 budget.***
- *Advertising and Promotion: \$2,470 on social media by Rick Matthews for 2.5 months and the Astral shelter for Kendall. **Total spent: \$24,015 of \$21,700 budget.***
- *Festivals and Events: \$26,782 almost entirely on festival expenses, but also on weekend carollers and Remembrance Day expenses. **Total spent: \$198,000 of \$147,187 spent.***

Total Expenses for 2023: \$476,185 of a total budget of \$543,769. Net Savings for 2023: \$133,571 (under budget) of \$16,420 budgeted to be under budget.

MTA: Tony Seconded: Tania Unanimous.

January 2024 Financials, Approval - Gerald

Revenue - This month, we've earned:

- *\$25,000 Grants from the Main Street Innovation Fund. **Total received: \$25,000 of \$12,500 budgeted.***
- *\$0 Festival Revenue. **Total received: \$130,816 of \$105,000 budgeted.***
- *\$0 Signature Events Revenue. **Total received: \$0 of \$7,000 budgeted.***
- *\$199 in Other Revenue from savings account interest.. **Total received: \$199 of \$7,000 budgeted.***

Expenses - This month, we've spent

- *Administration: ~\$13,264 largely with our usual salaries, rent, bookkeeping, office stationary, and other monthly expenses + a new laptop. **Total spent: \$13,264 of \$221,752 budget.***

The Cabbagetown BIA - Board Meeting Agenda

Wednesday, February 21, 2024 at 5:30 pm

- *Capital: \$200 spent on a Toronto Hydro application for pole wraps. **Total spent: \$200 of \$125,150 budget.***
- *Streetscaping, Repairs & Maintenance: \$4,218 - on sidewalk cleaning, permit and Hydro fees. **Total spent: \$2,024 of \$110,230 budget.***
- *Advertising and Promotion: \$14,901 on social media by Rick Matthews, Astral shelter installation, and payment to the Driftscape app for Walking Tours, which is unbudgeted but covered by a grant. **Total spent: \$14,900 of \$15,500 budget.***
- *Festivals and Events: \$0. **Total spent: \$0 of \$197,600 spent.***

As of Jan 31, 2024, we have ~\$510,903 in cash/investment assets, made up of:

- \$16,622 in our Chequing account.
- \$29,845 in our Savings Account
- \$250,000 in TD Cashable GIC in TD GICs @ 4.2%
- \$100,000 in TD Non-Cashable GIC @ 5.75%
- \$42,797 in Meridian Non-Cashable GIC @ 5.35%
- \$2,187 in Accounts Receivable
- Petty Cash

MTA: Tony Seconded: Tania Unanimous.

ADMINISTRATION - Bill

Board Minutes Webpage

Committing to transparency and inclusivity, we have created [a page on our website](#) for general members to access and read our Board Minutes. Ensuring members understand the hard work being done on their behalf on a day-to-day basis will help foster a deeper connection between us and them.

YSM Storage UPDATE

We've ramped up emptying our storage locker at the YSM over the past few months, with community members taking much of the wood, umbrellas, and cement blocks, and us moving our muskoka chairs to St Luke's Church. Junk removal took the rest for a nominal fee and the unit is now empty.

New Year Member Survey UPDATE

Last month, 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. We continued to share the New Year survey across multiple emails (advertising a prize draw) and hand-delivered a QR code to the survey to all businesses. The survey just closed and we received 17 responses. Key findings will be shared at the next Board Meeting.

STREETSCAPING - Bill

Landscaping Discussion

Our Landscaper Janaath from JJ's Landscaping will be joining us to answer any questions you have about our summer plantings. Current Plans:

1. Fibre Pole Baskets

- Each basket will have two colours of petunias (pink and white/purple) plus dragon-wing begonias. This is a pink-heavy option.
- They can also add creeping vines or ivy.

The Cabbagetown BIA - Board Meeting Agenda
Wednesday, February 21, 2024 at 5:30 pm



OR We could do a mix of colourful petunias in one basket, being pink, white, and red; or pink, white and purple, like the colour schemes below. The reason the pink petunias are in each option is because they grow fuller and faster than other colours.

-Really important that the baskets have bright bold colours. The street is very busy with visual distraction, and we don't want the plants to appear into thin air. It needs to catch our eye.

-We really want the bright pink, but we don't want white. We are going to go with this reddish, purple, and pink. Also a vinca vine - put as much as you can.

The Cabbagetown BIA - Board Meeting Agenda
Wednesday, February 21, 2024 at 5:30 pm



Tried looking into other colours, like purple, but the landscaper says they won't grow as full or would have issues with drooping by Aug.

2. 5 Terra Planters

-Same plants as above in the fibre baskets, but will include a Bengal Cana Lily for height



3. 3 Large Planter Beds on Carlton

-TBD - trying to figure out what our options are. The only way to achieve full coverage is if we plant directly in the soil, but we don't know what's under the soil here. Will investigate when the soil has thawed.

-The planting in front of the TD we need to have annuals put into the soil, not sitting on top. The ones that sit on top don't fill out until the end of the season.

-Begonias right around the tree, then Impatiens around those, and then more petunias closer to the borders which will spill over. Could also put begonias. We won't see any soil.

The Cabbagetown BIA - Board Meeting Agenda

Wednesday, February 21, 2024 at 5:30 pm

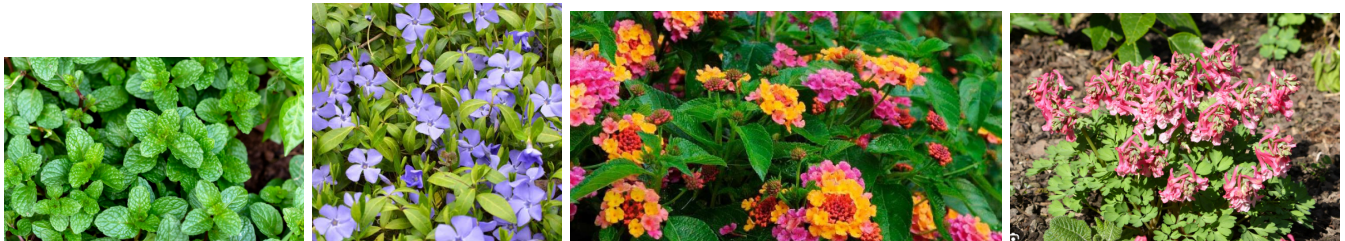
4. 2 Large flower beds by No Frills

-Weeding, watering, and maintenance of the perennials, plus the installation of some annuals. Likely a mix of Lobelia, Marigold, Penta, and Verbena.



5. Window Boxes

-TBD, are looking at a mix and match of different colourful plants for shade. Looking at pink Corydalis and Lantanas (upright), and something else trailing. Maybe Creeping Myrtle or Peppermint



Safety & Security UPDATE

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. They are set to start the first week of March, Tuesdays, Thursdays, and Saturdays.

We were the first BIA in 51 Division to receive a stack of **“No Cash On Premises” window stickers** to help deter break-and-enters. They will be dropped off to businesses by a volunteer in the coming week(s).

On Tuesday, May 7 at 9:30am, we will be hosting a **Safety by Design for Businesses and Properties webinar** with TPS 51 Division. This 90 minute workshop presented by Sgt. Henry Dyck from the Neighbourhood Community Office at 51 Division will focus on smart strategies for building and business safety planning. We will promote the webinar starting in April.

Will recirculate the **TPS Trespass Letter** by hand and mail. Those business owners that sign and return them give police permission to enter and/or remove unauthorized individuals or trespassors from their property when passing by. This could include people sleeping in their doorways.

Graffiti and Other Cleanup

Our streetcleaners continue to work three hours per day picking up litter. Mario continues to do light graffiti removal, poster/sticker removal, and later, weeding totalling 4 hours per week. [Here](#) is a list of graffiti and other street maintenance issues that continue to be tracked and managed.

Update: Carlene and David have been given new BIA-branded jackets to wear while working.

[-Get some pictures of the cleaners in their new uniforms.](#)

Pole Wraps UPDATE & DISCUSSION

The Cabbagetown BIA - Board Meeting Agenda

Wednesday, February 21, 2024 at 5:30 pm

Following our last discussion, we have decided to hire a graphic designer to manage a redesign of our logo and brand guidelines, to be complete by mid-late March. We will then provide our new brand elements to Pixel Plus to create the pole wrap design, in hopes to install them in September.

We re-released the RFP across our digital channels and received over a dozen proposal. [See all proposal received here.](#) At this time, we must decide on a graphic designer and move forward ASAP. **Which one(s) do you feel most connected with, looking at their style and experience?**

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?**

[Tony, Tania, Patty, Rouma](#)

[-Ask Maria about S37 money.](#)

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.

Update: We have also worked with the TO360 team to update their maps with any recent or upcoming changes, and advocated for TO360 to add directions to Cabbagetown to 7 nearby signs that currently do not point to us. They will share plans for direction points on our new signs shortly, for our review.

MARKETING & EVENTS - Bill

Holiday in the Patch 2023 UPDATE

The BIA hosted Holiday in the Patch on December 2nd from 12-4pm. The Final Report will be shared before the next Board Meeting.

Photography of Business Members UPDATE

We are currently working with a photographer taking 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.

Update: The photographer is scheduled to visit member businesses on March 12, 2024. He has been provided a list of businesses to visit. Member businesses will be given notice this week to expect the photographer so they can prepare to be photo-ready.

[-Include some sort of question about businesses not available.](#)

Cabbagetown Cares Fundraiser UPDATE

We have partnered with Dixon Hall and St Luke's Church to bring back "Cabbagetown Cares" - a March fundraiser to support their respective meal programs. It works by having Cabbagetown businesses choose an item or service from their business where a portion 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.

Update: As of now (Feb 16), 11 businesses have officially signed up and a few others have said that they will be registering. This week, window stickers will be installed and contracts will be signed with members.

[-Send QR code to Tony to donate.](#)

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

The Cabbagetown BIA - Board Meeting Agenda

Wednesday, February 21, 2024 at 5:30 pm

businesses will automatically be a part of the contest.

Update: The contract has been signed with Shop2Win. We have signed a sponsorship contract with Daniels to Presenting Sponsor. We are currently working with Shop2Win and their design team to come up with the creative for the program.

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 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 begun working with Gilles from the CPA on putting together a list of potential buildings to include in the walking tour. We are also considering holding a launch event in Winchester Park in mid-June featuring local businesses, music, and a Movie in the Park.

The Cabbagetown Festival 2024

UPDATE

Following recommendations from the Board, the agreement was amended and signed with CBM Event Productions.

Call for Vendors and Members will open at the beginning of March.
Sponsorship acquisition will begin shortly.

Festival Date: Sept 7-8

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

Grant name	closes	request	status	received
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
<u>Main Street Innovation Grant (M)</u>	-	<u>\$50,000</u>	- Successful	- <u>\$50,000</u>
Total of grants applied (max amount)		\$114,000		\$50,000

OTHER BUSINESS.

-Reach out to the city about 233 Carlton St. What is the exact services it will be providing? What are the plans that the City have to maintain safety and cleanliness around the centre and the local area around it, including in the laneways? What tools? Right now, now lighting, security, cameras.

-Tues, Feb 27 Meeting: A Talk on the Future of Parliament St by the Cabbagetown Preservation Association

7:35 pm

ADJOURNMENT

MTA: Tony

Seconded: Tania

Unanimous