

5:34 pm CALL TO ORDER - Bill Renieris, Board Chairperson
Declaration of Conflict of Interest/Attendance/Quorum (4 of 3)
Regrets: Antonis Lafazanis (Vice-Chair), Gerald Michaud (Treasurer), Patty Junior, and Rouma Taneja
Guests: Board Directors Bill Renieris (Chair), Daniel Megly, Dave Stratton, and Tania Waldock; Executive Director Matthew Mohan; and Marzio Silva from the Councillor's Office.

[April 17, 2024 Minutes](#), Approval - Bill
MTA: Daniel **Seconded:** Dave **Unanimous.**

[April 2024 Financials](#), Approval - Gerald

April 2024

Revenue - Last month, we earned:

- **\$0 BIA Levy Payment. Total received: \$209,277 of \$426,867 budgeted.**
- **\$0 Grants. Total received: \$25,000 of \$12,500 budgeted.**
- **\$20,110 Festival Revenue for from vendor sales and sponsorship. Total received: \$53,456 of \$105,000 budgeted.**
- **\$0 Signature Events Revenue for from Shop2Win sponsorship. Total received: \$9,500 of \$7,000 budgeted.**
- **\$472 in Other Revenue from savings account interest. Total received: \$472 of \$5,863 budgeted.**

Expenses - Last month, we spent

- **Administration: ~\$13,486 on WSIB, benefits, salaries, bookkeeping, office expenses, rent, and utilities. Total spent: \$53,906 of \$221,752 budget.**
- **Capital: \$0. Total spent: \$825 of \$125,150 budget.**
- **Streetscaping, Repairs & Maintenance: \$1,861 - on sidewalk cleaning and Hydro fees. Total spent: \$13,356 of \$110,230 budget.**
- **Advertising and Promotion: \$1,300 on social media by Rick Matthews. Total spent: \$5,225 of \$15,500 budget.**
- **Cabbagetown Festival: \$14,250 - on some required Festival expenses (street closure, waste management, etc). Total spent: \$19,350 of \$151,000 budget.**
- **Other Signature Events: \$6,855 on Shop2Win admin and Shop2Win prizes. Total spent: \$32,404 of \$46,600 budget.**

As of April 30, 2024, we have ~\$624,902 in cash/investment assets, made up of:

- **\$29,488 in our Chequing account.**
- **\$197,664 in our Savings Account @ 3.1%**
- **\$252,905 in TD Cashable GIC in TD GICs @ 4%**
- **\$100,000 in TD Non-Cashable GIC @ 5.75%**
- **\$42,797 in Meridian Non-Cashable GIC @ 5.35%**
- **\$2,048 in Accounts Receivable**
- **Petty Cash**

MTA: Tania Seconded: Dave Unanimous.

ADMINISTRATION - Bill

Logo and Branding Refresh

UPDATE AND DISCUSSION

We have finalized a few design concepts for the Board to make their final decision on the BIA's new logo. **Matt will share those for review in advance of the meeting on Monday.** A number of projects are on hold while awaiting our new logo, including the production of our TO360 signs - urgent.

With our final logo chosen at this meeting, our next step will be creating the rest of the brand guideline, including colours palette, before we share with Sarah, our graphic designer, to create a pattern and icons that can become a part of our brand.

STREETSCAPING - Bill

Safety & Security UPDATE

The **Morning Security Pilot** continues to operate three mornings a week, and since our last meeting they have been changing the days in which they operate. To date, they haven't had any issues yet with street-involved people sleeping in doorways.

-Agree to pause the program for now until we have need.

Motion to pause the security program.

MTA: Tania Seconded: Daniel Unanimous.

On Tuesday, May 7 at 9:30am, we hosted a **Safety by Design for Businesses and Properties webinar** with TPS 51 Division which focused on smart strategies for building and business safety planning. **We had 11 attendees**, which was a great turnout, who were provided with really clear and helpful tips and resources. The presentation will also be shared with the wider membership.

Graffiti and Other Cleanup UPDATE

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

Update: We have created and have begun implementing our spring cleanup plan:

1. A graffiti removal company will remove the large pieces of graffiti that are on brick and wood surfaces in the coming weeks.
2. We will be painting over graffiti on painted surfaces of businesses. We have contacted businesses to see if they already have the paint on hand for us to use; otherwise, we will purchase the paint.
3. We have purchased 4 graffiti removal kits available to be lent to members longterm so that they can remove small pieces of graffiti themselves from non-porous and brick surfaces. We will inform members of this new program through email, sometime in the next couple of weeks.
4. We have partnered with Progress Place, a mental health community centre, to hire someone to do weeding, sticker, and poster removal for us, and they will be starting in the next two weeks.

Pole Wraps UPDATE

We are in early conversations with the Councillor's office to have some portion of S.37 funds allocated towards Cabbagetown South Pole Wraps be earmarked to help cover some costs of our pole wraps located along Gerrard and Parliament south of Carlton.

Cabbagetown Flags Pilot UPDATE

We have purchased the flags and poles, just awaiting brackets. We aim to install 5-6 flags in the following specific blocks:

1. Gerrard St, Berkeley to Ontario
2. Parliament, Spruce to Carlton
3. Carlton, Parliament to Berkely
4. Parliament, Prospect to Wellesley
5. Parliament, south of Jet Fuel

Once everything is purchased, we will reach out to members for buy-in.

TO360 Signs UPDATE

We have finalized the artwork for the TO360 signs - they are just awaiting our final logo for the signs to go into production.

Cigarette Receptacle Pilot UPDATE

Awaiting our final logo to order our 6 new cigarette receptacles to be placed in high-traffic areas.

Participatory Budgeting Projects DISCUSSION

Participatory Budgeting is a system of direct democracy that the Councillor's Office is implement where community members suggest and then vote on how funds are spent within their community. Cabbagetown-St Jamestown and Cabbagetown South have both been chosen to receive funding for the upcoming year. **This year, there is \$750,000 available for neighbourhood enhancements within each zone.**

We have an opportunity here to present ideas that would benefit the business community? [Here is the list](#) of potential ideas we looked at last year. My top suggestions would be benches (15 new, viable locations have already been determined with the City), bumbouts, and a gateway feature at Anniversary Park and/or Carlton/Sherbourne. Any ideas that we propose and are chosen to be funded (through community votes) would be our responsibility to manage.

What would you like to see? Deadline to submit ideas is June 30.

2. Street poles with lighting. Ask BWV about solar lighting.
3. Public art installation at Spruce St and Amelia St.

1. Tree grates.

-Benches.

-Tree replacement?

-Bumpouts - one in front of jet fuel and move the bikeshare to Amelia St.

MARKETING & EVENTS - Bill

Cabbagetown Cares Fundraiser UPDATE

While we are awaiting the report from one more business, it looks like the total contributions donated are just under \$5,000 across 14 businesses. See DRAFT for Cabbagetown Cares Final Report [here](#).

ShopCabbagetown2WIN Contest UPDATE

The [ShopCabbagetown2WIN Contest](#) awards \$1000 weekly - split with the corresponding business - to customers submitting receipts of \$20+ or Google reviews until May 26. Some highlights of the first 4 weeks:

- We are seeing engagement from businesses that have not been engaged with the BIA previously, such as Wing House and Star Fruit Market.
- We've delivered exceptional value to Daniel's providing them with over 800 email subscribers.

- Total Number of Entries: 2,323
- Unique Entrants: 1,213
- Receipts from 117 unique businesses
- Top campaign businesses:
 - St Jamestown Steak and Chops
 - Pet Valu
 - The Epicure Shop
 - No Frills
 - Wing House and Sports Bar
 - House on Parliament
 - Daniel et Daniel
 - Cycle Solutions
 - Salt & Tobacco
 - LCBO
 - Spiritleaf Cannabis
 - Shoppers Drug Mart
 - Royal Home Hardware

Self-Directed Walking Tours Program UPDATE

[The Cabbagetown Heritage Walking Tours program](#) is only one month out! We are in the stages of editing the final content and images for the tour stops, and will soon be collecting video content from business owners that currently do business at each of the tour stops. We have also started working on the creative for the promotional materials and our press release is set to be released on May 27.

To launch the tours with a bang, we will be hosting a Launch Event on June 15 at 6pm at Winchester Park, featuring a historic photo exhibition, live music, tour sneak peaks, local vendors (whom we'll be reaching out to shortly), fun and games, and a movie night.

Summer Vibrancy UPDATE

Once again, to add some vibrancy, we have initiated the following initiatives:

- Painted intersection corners with artwork related to the Cabbagetown brand or shopping local.
- To cover the graffiti, we would also like to paint the 5 large red planters with green Cabbagetown-themed murals.
- 3 sets of painted muskoka chairs were installed to increase public seating.
- A public parklet for public seating and to enjoy takeout to be installed in front of the Rexall, outfitted with a picnic table, umbrella, muskoka chairs, solar lights, and large palms.

We had also hoped to bring back the roaming performers, but unfortunately do not have the capacity to manage that program at this time.

The Cabbagetown Festival 2024 UPDATE

- To date, we have received 273 vendor applications.
 - 93 have paid (148 in 2023) and 9 approvals pending payment.
 - To date we have closed the following categories:
 - Ice cream
 - Churros
 - Jerk
 - Hot sauce
 - Jewelry
- We are in the midst of pushing our [Call for Sponsors](#) and securing past sponsors. We hope to have some big updates shortly. was released this week. All board members are encouraged to

come on board as a sponsor!

- We've been notified that our applications for funding through the Cultural Festivals Funding Program and the Experience Ontario Program were successful, awarding us \$10K and \$20K respectively.
- Our Call for Members has been released, and so far, we have 14 businesses signed-up. We will continue to push registration over the next few weeks, through email and social media. In early June, we will visit every business and encourage them to sign up.
- We have sent out the volunteer registration form to local high schools, and asked them to share it with their students. Later in the summer, we will push volunteer sign-ups to everyone else.
- We have created the mood board for the event and Meagan will begin reaching out to graphic designers for proposals shortly.
- We've started booking some of the required suppliers, such as a waste management and road closure.

Festival Dates: Sept 7-8

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	- Awaiting	-
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	- Awaiting	- 5,000
Outdoor Mural and Street Art Grant (M)	-	\$7,500	- Approved	- \$7,500
Total of grants applied (max amount)		\$236,500		\$87,853

OTHER BUSINESS.

7:28 pm ADJOURNMENT
MTA: Tania Seconded: Daniel Unanimous