

5:36 pm

CALL TO ORDER - Bill Renieris, Board Chair

Declaration of Conflict of Interest/Attendance/Quorum (6 of 4)

Regrets: Board Directors Saul Navarro, Dave Stratton, and Tania Waldock

Guests: Board Directors Bill Renieris (Chair), Antonis Lafazanis (Vice-Chair), Gerald Michaud (Treasurer), Patty Junior, Gail Lynch, and Daniel Megly; Executive Director Matthew Mohan; Economic Partnership Advisor Michael Saunders; and Marzio Silva and Tyler Johnson from Councillor Moise's office.

CONFLICTS OF INTEREST? No

June 25, 2025 Minutes, Approval - Bill

MTA: Gerald **Seconded:** Tony **Unanimous.**

June 2025 Financials, Approval - Bill

June 2025

Revenue - June 2025	June '25	Jan-Jun '25	Budget	Percentage of Budget Spent	Details or Notes
BIA Levy	\$106,171.59	\$318,514.77	\$447,784.00	71.13%	Payment 2 of 3
Canada Summer Jobs Grant	\$0.00	\$0.00	\$0.00		
Outdoor Mural & Street Art	\$0.00	\$0.00	\$7,500.00	0.00%	
Festival Revenues	\$5,765.69	\$116,494.13	\$120,000.00	97.08%	Vendor sales and sponsor payments
Signature Events Revenues	\$0.00	\$9,500.00	\$14,500.00	65.52%	Will be under budget - the City will likely not release the expected \$5K CafeTO grant
Other Revenue	\$3,097.70	\$9,199.50	\$17,000.00	54.11%	GIC interest, savings account interest, merch sales, and filming donation.
Total	\$115,034.98	\$453,708.40	\$606,784.00	74.77%	

Expenses - June 2025	June '25	Jan-Jun '25	Budget	Percentage of Budget Spent	Details or Notes
Administration	\$22,506.81	\$118,061.50	\$248,577.00	47.49%	Salaries, bookkeeping, office expenses, Directors' Liability Insurance, hybrid meeting setup, rent, parking, utilities, and internet subscriptions.
Streetscaping - Capital	\$7,447.39	\$11,434.89	\$121,400.00	9.42%	Banner permit application, labour for flag installation, and final TO360 payment.
Streetscaping - Non Capital	\$14,508.22	\$23,802.12	\$85,700.00	27.77%	Sidewalk cleaning, hydro, graffiti power washing, and florals.
Marketing - Advertising and Promotions	\$1,488.54	\$7,130.63	\$8,700.00	81.96%	Paid tourism placements and social media.
Marketing - Festival	\$15,290.50	\$51,152.95	\$172,000.00	29.74%	
Marketing - Other Events	\$7,984.57	\$28,354.71	\$62,450.00	45.40%	Roaming performers, Shop2Win admin payment, and walking tours payments
Total	\$69,226.03	\$239,936.80	\$698,827.00	34.33%	

Assets - as of June 31, 2025	Total	Interest Rates, if applicable
TD Business Chequing Account	\$465,405.25	
Business Savings Account	-\$9,695.88	1.95% @ \$25K+ 2.1% @ \$100K+ 2.2% @ \$250K+ 2.75% @ \$500K+
Accounts Receivable	\$23,178.09	
Petty Cash	\$503.15	
Meridian GIC	\$45,117.69	3.85%
TD Cashable GIC	\$265,472.90	2.25%
Total	\$789,981.20	

MTA: Tony Seconded: Gerald Unanimous.

ADMINISTRATION - Bill

Board Member Nominations

UPDATE

The appointments of Gail Lynch and Saul Navarro were approved by the Toronto and East York Community Council at their July 8, 2025 meeting. They have been provided with links to mandatory training and a Board Member Agreement of Understanding.

Community Sponsorship Policy & Short Film Fest

DISCUSSION AND MOTION

Last August, staff were tasked with creating a policy around how to disperse a small amount of funding to support community groups and events (this year, \$2,000). Please read the Draft Policy and provide comments.

Motion to approve the Community Sponsorship Policy.

MTA: Tony Seconded: Gerald Unanimous.

Next steps will be to create an application form and promote it/add to our website.

In the meantime, the Cabbagetown Short Film Festival has once again [requested funding](#) from the Community Sponsorship Fund. How much would the Board like to provide?

-Approved for \$1000

Parliament St Properties Designation Support

UPDATE

We have decided to release the survey next week without comment from the City of Toronto Heritage Office.

General Community Consultations, Engagement, and Advocacy

UPDATE

Over the past month, we have connected with the following organisations to stay informed on the neighbourhood and the City:

- 233 Carlton Community Liaison Committee
- Church-Wellesley Village BIA regarding a partnership to tackle community safety

- STEPS Public Art
- Kindred Works, developer for St. Luke's Property
- Edited grant application for Chennai Masala Cafe
- Victor Ford, gateway feature design firm

STREETSCAPING AND OPERATIONS - Bill

Banners UPDATE

RFQ to be released shortly with a Draft banner design. Draft banner design to be shared with the Streetscape Working Group shortly for comment.

Pole Wraps UPDATE & DISCUSSION

Pole wraps are have completed production and are on their way.

Negotiations with the Councillor's office are ongoing, as we have not come to an agreement as of yet regarding where our design will be placed in Cabbagetown South and their ability to support our pole wrap project financially. They will be joining us at this meeting to discuss.

[-Agreed not to support the sharing of designs of the commercial spaces outside of the BIA boundary.](#)

Benches UPDATE

We are in the process of producing a prototype for the benches to be installed on Winchester St. In the meantime, Kasia has submitted the permit to Transportation and has sent the RFQ to Purchasing.

Gateway Feature UPDATE

We met with Victor Ford for a site inspection, the first step in the design process. The funding for the projects has been deposited into our bank account.

Installations at Spruce St and Amelia St Parkettes UPDATE

We met with the Streetscape Committee to discuss successful public artworks that engaged community members through public seating, lighting, and additional structural elements. We discussed the potential to cost-share with the City and do a larger artpiece/parkette element. We will reconnect with Kasia to discuss further and establish next steps.

The funding for the project has been deposited into our bank account.

Bumpout UPDATE

Confirmed with Kasia that with the budget of max \$140,000, designing and installing a bumpout is not feasible. We will connect with the Councillor's office to see if the \$70,000 in funding can be diverted to another project.

Flags UPDATE

Of the 12 signups for flags, 10 have confirmed their locations. Those 10 flags will be installed by the end of the month. We will confirm participation with the other 2 while completing an audit of all other possible properties to request permission to install flags, with a goal of having 25 flags to be installed by the end of the summer.

Painted Bike Rings UPDATE

We met with the Church-Wellesley BIA who were able to confirm the type of materials required. We will be applying for \$7500 in funding through the Outdoor Street Art and Mural Program to hire artists to paint designs and murals on the bike rings in our brand colours, to be completed by the end of the

Summer.

-Board would like to move past this project, they don't want to invest in painting bike rings that will get damaged or need a lot of upkeep. Instead want to, down the road, work on replacing bike rings with decorative rings, maybe with a cabbage design.

Spring Cleaning

UPDATE

Over the past two weeks, 55 service requests have been submitted to 311, Toronto Hydro, Canada Post, Construction Companies and our cleaning support staff. These reports include graffiti, damaged infrastructure and general cleanliness across the BIA footprint. See report [here](#).

-We need to be more aggressive with the cleaning, do we need blowers or suckers to pick up all the cigs.

-We need more of the vacuum truck. How and when are they picking up stuff? Shop owners have only seen them 3 days a week.

-We need a better strategy.

We recently decided to increase cleaning support from 4 to 8 hours a week, allowing for more consistent attention to graffiti, poster and weed removal - particularly during the busier summer months.

Our previous graffiti cleaner, Rex, is no longer available, so a new Progress Place member - Dylan, has just been hired and is currently onboarding to assist with the tasks.

The BIA will continue to follow up on service requests and ensure timely response to graffiti and maintenance issues throughout the area.

See before and after photos [here](#).



Landscaping UPDATE

Perennials and mulch are currently being installed to clean up the garden beds on Spruce St. They will include hydrangeas, lavender, Astilbe, Brunnera Jackfrost, and Cerastium Snow.

Mural UPDATE

We are currently in communication with One Day, an artist collective, and are waiting for mock-ups from various artists that align with the mural's theme and vision. We are continuing to work with the Mural Committee and Noushe to review concepts and select a final design that reflects the Cabbagetown identity.

MARKETING & EVENTS - Bill

ShopCabbagetown2WIN

We plan to participate in a Canada-side Shop2Win contest with BIA's across Toronto and the country. For a minimal cost (approx. \$5000) compared to a minimal campaign, we will be able to support businesses during the holiday shopping season as the contest gives away \$10,000 in cash every week.

New Cabbagetown Merch UPDATE

We will begin collecting quotes and designing new merch shortly, to be unveiled at the Festival.

Summer Vibrancy UPDATE

Roaming performers continue to perform each Saturday and Sunday. We've hired security who meet with the performers at the beginning of their shift and ensure that they can perform safely.

[-Move the roaming performers from Saturday to Thursday lunch, Friday evening, and Sunday brunch.](#)

Sidewalk murals have all been touched up or repainted.

Mainstreet Walking Tours UPDATE

Over the past 30 days, the Mainstreet Walking Tour: Discovering Cabbagetown's Roots has attracted 367 visitors via our website and Driftscape app. We've completed installation of vinyl sidewalk decals at all stops, and have reallocated the remainder of our walking-tour budget toward targeted digital placements.

[-Make sure to drop off poster to The Epicure.](#)

Earned coverage included features on:

- [TOTimes.ca](https://www.totimes.ca) – feature on Walking Tours launch 15k unique monthly visitors

Paid coverage included features on:

- [@CoasttoCrystal](#): Cabbagetown Free things to do reel at 5k views – featured Walking Tour, Allan Gardens and Riverdale Farm
- [@FunThingsToronto](#): Cabbagetown Walking Tours promo (75.5k followers)

The Cabbagetown Festival 2025 UPDATE

We've applied for \$40,000 in funding through the Special Events Stabilization Initiative.

We continue to meet with and search for new sponsors, as well as secure past sponsors:

- Generac
- Kindred Works
- Saigon Pai
- Home Hardware
- No Frills
- Maya Bay
- Chennai Masala Cafe
- FTJCo

We've shared a LinkedIn Sponsorship post that we ask Board Members to kindly share.

We are up to 78 Member participants (82 last year) with a goal of 85-90 this year. Our Participating Member Training Webinars have also been very successful and we will be hosting two more at the end of the month. We will be researching affordable fencing options to assist our members.

Our next round of volunteer recruitment will begin in August. We've confirmed our partnership with our Volunteer Coordinator.

We've received a long list of Entertainer applications and the Committee has been provided the opportunity to rank all entertainers. We will start booking them shortly. We are moving full steam ahead with completing all supplier bookings.

Our Festival [poster creative](#) is refreshed—now awaiting a handful of final sponsor logos before we lock it in. Once copy and key logos are approved, we'll release our initial sponsor announcement and roll updated collateral across print, digital, and social channels.

The media press release will be drafted this month for distribution to 250+ media contacts in August. We're also negotiating a billboard ad with The Canada Magazine, and collaborating with the Cabbagetown Art & Craft Fair on a joint postcard drop to nearby residences (cost-share model).
-Can we have another way to partner with the Arts & Crafts Fair to bring a section of their art vendors to our Festival. For now, can we encourage those vendors who were unsuccessful to apply for our Festival?

Tourism Planning UPDATE

We are starting to post our accomplishments on LinkedIn to increase our profile across professional networks.

We are partnering with The Canada Magazine to release a 1-page editorial about visiting Cabbagetown in the fall, to be delivered to all readers of the Globe & Mail (~100K ppl).

Our tourism campaign continued to roll out across multiple channels, with strong momentum building through a combination of PR outreach, paid influencer content, and earned media placements. We are now finished with our Reasons to Visit Cabbagetown campaign with our publicist. A full wrap report showcasing combined results from Reasons to Visit/Walking Tour campaigns is upcoming.

Earned Coverage:

- [TorontoLife.com](#) – feature on Rayah opening **450k unique monthly visitors**

Paid Coverage:

- [@CoastToCrystal](#): Cabbagetown Reel at **24k views** – featured Momo Ghar, La Gloria, Artisan MRKT

- [@CoasttoCrystal](#): Cabbagetown Free things to do reel at **5k views** – featured Walking Tour, Allan Gardens and Riverdale Farm
- [@allfoodiesnamaste](#): Cabbagetown reel at **9.9k views** - spotlight on Momo Ghar
- [@inthelocalspot](#): Cabbagetown reel at **3k views** - spotlight on Kendall & Co
- [@goodtimesqta](#): Cabbagetown reel at **4.5k views**- featured House on Parliament, Mikaku Udon Bar, Parliament Ice Cream Shoppe

Our projects assistant, Enna, will be collecting content for upcoming BIA social media coverage including Faces of Cabbagetown features and local spotlights over the next month.

-Also include Cabbagetown/FIFA merch

GRANTS 2025 SUMMARY - Legend: Municipal (M), Provincial (P), and Federal (F)

Grant name	closes	request	status	awarded
Canada Summer Jobs (F)	-	\$10,994	- Successful	\$5,563
Experience Ontario (P)	-	\$55,000	- Successful	\$55,000
Cultural Festival Funding Program (M)	-	\$25,000	- Successful	\$22,500
Special Events Stabilization Initiative (M)	-	\$40,000	- Awaiting	-
Outdoor Mural and Street Art Grant (M)	-	\$7,500	- Successful	\$7,500
Outdoor Mural and Street Art Grant (M)	-	\$7,500	- Unsuccessful	\$0
Total of grants applied (max amount)		\$90,994		\$90,563

OTHER BUSINESS.

- In the fall, set up a board member walk of the neighbourhood.
- More 311 calls and advocacy to repair the laneways, don't just cover it up, we need a whole new paving. It's a main pedestrian walkway to the No Frills, the Co-Op, and people's laneway houses.
- Ask performers if they feel like the security was necessary, do they feel glad to have them.
- Add a question in the board email asking for Other Business

7:27 pm ADJOURNMENT

MTA: Gerald Seconded: Daniel Unanimous