



The Danforth Business Improvement Area

ANNUAL GENERAL MEETING

Monday, October 29, 2018

7 Numbers

307 Danforth Avenue

7:00pm

## 2018 AGM MINUTES

### 1. **Call to order and introductions:**

Albert Stortchak called the meeting to order at 7:00 pm. He introduced the members of the Board of Directors; welcomed the BIA Members, Councillor Paula Fletcher, Henry Byres from the City of Toronto BIA Office, John Kiru Executive Director TABIA, and Members of the Events/Marketing Committee.

### 2. **Declaration of Conflict of Interest**

Vito Marinuzzi declared a conflict of interest as the AGM was being held in his restaurant, 7 Numbers.

### 3. **Approval of the 2017 Minutes of the Annual General Meeting**

**MOTION:** Eduardo Eed moved that the 2017 AGM minutes be approved, seconded by Amy Chow; motion carried.

### 4. **Auditor's Report – 2017 Financial Statement/Audit**

Rafiq Dosani, BIA auditor, presented the 2017 Auditor's report and stated that the Danforth BIA financials were in good standing showing a surplus of \$186k.

**MOTION:** Christopher Molder moved to receive the 2017 Financial Statement/Audit as presented by Rafiq Dosani, seconded by Cam Young; motion carried.

### 5. **Appointment of Auditor for 2018**

**MOTION:** Christopher Molder moved to appoint Rafiq Dosani as Auditor for 2018, seconded by Vito Marinuzzi ; motion carried.

## **6. Officers' Reports**

### **Councillor Paula Fletcher's Remarks:**

Councillor Fletcher expressed her thanks to her colleague Mary Fragedakis for Mary's years of service to the area as a City Councillor. Councillor Fletcher also expressed her thanks to Henry Byres for his years of service as a member of the City of Toronto's BIA office. Henry will be retiring in the new year and all wished him well. Councillor Fletcher recognized Albert Stotchak and the Danforth BIA Board for their diligent work during the weeks and months surrounding the July 22<sup>nd</sup> shooting; and, she expressed her thanks to all of the BIA's businesses for their efforts during this terrible period.

### **Chairman's Report:**

Albert Stotchak gave the following Chairman's Report:

Tonight we mark the end of this Board's 4 year term and as I reflect back over these past 4 years I'm so very proud to have worked with an amazing group of people both on the board and within our Danforth BIA community. I feel that we have all worked together to create a vibrant and successful business area in the City of Toronto. I've noticed in the past 4 years that each of our businesses has stepped up and shown that they care about this community, about the consumers who frequent our area, and about issues that will affect the continued success of our BIA. Personally it has been very rewarding to serve as your Board Chair.

On July 22 of this year our wonderful area was struck by tragic violence.

Lives were taken, lives were permanently scarred but, as a consequence, our community continued to do what it does best - we came together with our immediate and not so immediate neighbours.

I want to acknowledge that community by deeds, not by name.

You reached out to victims and each other, you organized funding campaigns for victims and their families, you organized a very touching vigil, you participated in a very moving Friday night tribute that saw the all of the members of the Danforth standing side by side in a solemn tribute.

I truly believe that the strength and resilience that you all showed over the summer months comes from the commitment and caring that you have for this community each and every day of the year.

We will never forget what happened on July 22 but together we will continue to work and foster an amazing area in the City of Toronto where people will come and shop, dine and enjoy all that we have to offer.

The Danforth is a community and together we will continue to be Danforth Strong!

**Membership:**

Fiona Boylan, Adrian Molder & Albert Stortchak reported on the following:

The purpose of the Membership Committee includes outreach, information and representation of our BIA members' interests.

On behalf of the Membership Committee, I would like to welcome the following new members who have come to our area during the period of October 2017 to October 2018:

SideBar Restaurant  
4 Cats Arts Studio  
Guzel Lights  
El Charro  
Dr. Foot  
Hero's Guide  
Vixen Spa  
Danforth Scholars Canada  
D'Abril  
Stunning Nails  
Bloor Eyewear Boutique

We are fortunate that our BIA has maintained it's low vacancy rates. (4 vacant store fronts at this time)

During 2018 the Committee communicated with BIA members regarding:

1. BIA events: Thrill of the Grill, Taste of the Danforth, Thrill of the Holidays, Small Business Week Celebrations, Boo-Tastic Halloween Event.
2. Ensured that the Danforth BIA participated in the City of Toronto's BIA Week celebrations.
3. The Membership Committee along with the Board of Directors, managed the many fundraising requests following the shooting incident.
4. The Membership Committee liaised with MP Julie Dabrusin to organize the September Town Hall meeting on gun violence.

We represent our members' interests through the following:

1. Membership on the following external Committees :
  - Green P Parking Group (local parking lot development at Playter & Danforth, on going safety issues, refurbishment of existing lots, working with local resident groups)
  - Playter Estates Traffic Management Working Group (parking and traffic patterns on adjoining streets and laneways which impact traffic patterns and accessibility within our Danforth BIA). This committee completed its work in the spring of 2018.
  - Danforth Police Committee (building relationships and communications with area Police in order to provide a safer environment within our BIA). This includes organizing safety site visits to any businesses requesting assistance; monitoring crime stats and requesting additional patrols as needed.
2. Continuing our working relationship with the TTC, which results in better communications re: subway closures, construction etc. on both Danforth and Broadview Avenues.
3. On-going monitoring of Broadview Avenue development - something that the Board feels will increase consumer density within the BIA. This includes attending public meetings where proposed developments are presented and reviewed.
4. Maintaining our continuous relationship with TABIA, which provides information, guidance and support on new and ongoing issues that affect BIAs in the City of Toronto. Patio fee increases is one of the major issues that we continued to deal with this past year. The proposed increase in patio fees is currently on hold but we will continue to monitor the City's activities on this issue should it be brought back on to their agenda. We will also be advocating for our businesses members with patios in terms of the City's proposed expansion of the pedestrian clearway on Danforth from 2.1m to 2.7m. This proposal will harm the economic vitality of our patio-friendly street.
5. 24/7 On-call – overseeing and monitoring planned construction and emergency incidents within the BIA. This also includes pushing the City to consider replacement of our aging and failing water mains – we've had 3 major breaks on the Danforth in this past year. We will be pursuing the City in terms of its 5 year capital plan to upgrade these infrastructures.
6. The Danforth Proposed Corridor Study:

This is a new initiative that the Committee began to work on this past year but will become more actively engaged with as the City rolls out phase 2 of the study which will span from Coxwell to Broadview. This work will also include monitoring, negotiating and

working with the City in terms of any pilot bike lanes along Danforth. As well, we will work with the City in terms of a proposed Retail Study that they are organizing in order to determine how independent retailers can survive and succeed in today's economy.

7. Social Media:

**Adrian Molder reported on the following:**

Our social media efforts show that we have had an average increase of 360% of followers across all three platforms: Instagram, Twitter & Facebook. Instagram is showing the strongest growth, but Twitter being the largest number of followers. We have started a number of initiatives this past year to help further establish our business area as a desirable destination within the City of Toronto. Among these are our Faces & Places of the Danforth profiles, our Daily Highlights, our historical landmarks posts, Where is it Wednesday's and many more. All of which have increased engagement and have given our audience a sense of being part of our community & of being closer to the people that run the businesses. Furthermore, these platforms & initiatives have enabled us to tap into our target demographics & share valuable information with our followers about events, anniversaries, notices to the public which all increase the value of our area.

8. BIA Rebranding:

**Albert Stortchak reported on the following:**

This committee began the process of rebranding the current Danforth BIA by creating new samples for both the name and logo for the BIA.

- We have found over the past several years that as more BIAs come into operation along the Danforth our Danforth BIA name has become too generic. It doesn't indicate where on the Danforth we are located. The Danforth BIA could be anywhere between Broadview and Victoria Park.
- We are proposing that we change our BIA's name to the Broadview-Danforth BIA. This reflects the area that we represent; people know exactly where we are located.
- Given our location at the west end of the Danforth, we are the gateway to the rest of the Danforth to the east and to downtown to the west. The Bloor Viaduct Bridge is an iconic structure in the City of Toronto and serves as a large landmark for our position on the Danforth. We have therefore used this landmark as the basis for 2 sample logos.
- The next step is to put this rebranding proposal out to all of our members in order to get their feedback and hopefully their approval to move forward with these changes.

We hope to inspire more vigorous involvement in all our BIA activities. Your opinions and ideas are always heard and very carefully considered. Please, voice them! Together let's work to maintain and improve our successful, vibrant area, where businesses have great conditions to grow and thrive.

## **Events, Marketing, & Sponsorship:**

Albert Stortchak gave the following report:

2018 has been a busy and successful year in terms of our events, sponsorships and marketing. The Danforth BIA continues to benefit from the generous work of The Thrill Committee. This Committee is comprised of individuals who volunteer their time to work on behalf of the Danforth BIA. Each member of the Committee brings a specific skill set to the table – skills which the BIA couldn't otherwise afford to contract. For 6 months of the year this Committee meets once a month; for the other 6 months the Committee meets twice a month – this group donates over 1,600 hours to the Danforth BIA. Some of the Committee members are here tonight: Anne Duquet-Ford, David Carr, Steve Williams

### **Sponsorship:**

Our sponsorship endeavours were very successful this year. The goal was to secure \$25,000 in corporate sponsorship funds and this was exceeded by \$10,750 – bringing our sponsorship revenue to a total of \$35,750. Ticket revenue for Thrill was set at \$22,500 and we brought in \$23,300. This year we formed a Ticket Committee chaired by Fiona Boylan.

In addition to the above cash sponsors, we also bring in close to \$130,000 in contra sponsorships. This includes, but not limited to - \$90k worth of advertising in the Toronto Star; \$20K fee donation from Chef Lynn Crawford; \$5K fee donation from Sebastian Clovis (HGTV).

Our 2018 sponsors included: Presenting Sponsor Sunwing Vacations; Grocery Sponsor – Loblaws at Broadview and Danforth; Research Sponsor – Pfizer Oncology; Grill Master Sponsor – RBC; Stage Sponsor – The Danforth Music Hall; our media sponsors – NOW Magazine, & the Toronto Star; our beverage sponsors – Gnarly Head Wines, SteamWhistle Beer, ESKA water, Second Cup (Danforth & Hampton); our event sponsors: iPro Realty, bob+paige salon, Excel Gum, Neil Brothers, Daniel et Daniel Catering, Higgins Event Rentals

### **Marketing & Media:**

The 2018 marketing plan was designed to generate the most exposure for each dollar spent. The results support the success of this year's plan. The plan resulted in exposure reaching just under 7 million. Media coverage resulted in exposure for an additional 1,101,095. So in total between Marketing and Media we hit over 8 million.

### **Events:**

#### **Thrill of the Grill:**

This event continues to be a strong brand for our BIA – with a strong association developed between recognizing the Danforth BIA and the Thrill event. This year we kept the event in June – specifically the Father's Day weekend. We also had an increase in restaurant/food member participation. The following BIA members formed the grill

component: The Edmund Burke, Globe Bistro, Allen's, Tapas at Embrujo, Cobs Bread, The Old Nick, Factory Girl, The Meat Department and De La Mer.

2019 will mark the 10<sup>th</sup> Anniversary of Thrill of the Grill. Our retailers have asked that we move the event back to July as that is the month that they begin their summer sales; and, the restaurant participants have asked if we can create a 2 tiered ticket system where there is the opportunity for the food grillers to sell directly to the customers. We are looking at these requests and are working on creating a 10<sup>th</sup> Anniversary event that will be best for our business members.

**Taste of the Danforth** was, once again supported by the Danforth BIA. Member businesses participated throughout the 3 day festival and our BIA was active in providing a stellar line-up of local talent on the Danforth BIA stage which was produced by our member business NXNE again this year.

Security was heightened this year as Taste took place just 3 weeks following the Danforth shooting. The event went off without a major safety incident.

**Thrill of the Holidays:**

This year, based on ideas from some of our members, we will be bringing holiday cheer to the area in the form of strolling carolers singing holiday favourites on Saturday, Dec. 15 and Saturday, Dec. 22 – there will be two sets of carolers on each date in order to cover both the Danforth and Broadview Avenues.

**Riverdale Share Concert:**

The Danforth BIA will once again support this event as a sponsor. We will also provide some social media promotion for the event as we get closer to the December date.

**Capital Improvements:**

Chris Molder reported on the following:

**Pedestrian Lighting Project:**

Chris reported that there are still on-going challenges with getting all of the lights in proper working order. The BIA and City of Toronto are in constant contact with Toronto Hydro but to date the problems have not been resolved. Nick Chiltan suggested that Guild Lighting be requested to install temporary lights until the problem can be resolved. Henry Byres said that wouldn't be possible as the problem is with Hydro and not the lights themselves. The membership urged the Board and City to continue to pressure Hydro to resolve the problems before the winter season begins.

**7. Approval of 2018 proposed budget**

Christopher Molder reviewed the 2018 budget summary and the proposed 2019 budget.

**MOTION:** Eduardo Eed moved that the 2019 proposed budget be approved as submitted; seconded by Amy Chow; motion carried.

## **8. Board Elections (2019-2022 Term)**

Henry Byres conducted the election of the new Board members for the 2019-2022 term. Henry gave notice that Chris Molder and Adrian Molder would not be seeking Board positions for the new term.

Henry provided the following nominations for the new term:

Albert Stortchak (Der Dietemann Antiques), Fiona Boylan (COBS Bread), Eduardo Eed (Second Cup), Philip Kocev (iPro Realty), Steven Biasuitti (SideBar Restaurant), Jay Cianfrini (The Danforth Music Hall). There were no other names put forward at the meeting.

The nominees were voted to the 2019-2022 Board of Directors with a majority vote by the membership.

## **New Business**

John Kiru, TABIA:

- John stated that with the re-alignment of Toronto City Council and the reduced number of Councillors and their expanded areas of responsibilities, Councillors may be removed from BIA Boards.
- John noted that tax assessments in the Danforth area are high and should continued to be reviewed by the Board and the membership.
- TABIA will be hosting a Beer and Taxes event on Nov. 13/18 – all are welcome to attend.
- TABIA's annual Awards Dinner will be held on Dec. 4/18

Henry Byres, City of Toronto BIA Office:

- Henry informed the membership that the Façade Grant Program for 2019 has been expanded. Further information will be provided in the new year to all businesses.

Amy Chow:

- Amy thanked the out-going Board for their 4 years of service to the BIA; and, for their diligent work on behalf of the membership during the period surrounding the shooting incident.
- Amy wished the new Board members good luck with their new term.

Albert Stortchak:

- Albert thanked Vito and his staff for hosting this year's AGM – always so well done.

## **9. Adjournment**

The meeting was adjourned at 8:45pm.

Respectfully submitted.

Albert Stortchak  
Co-Chair, the Danforth BIA

Philip Kocev  
Treasurer, the Danforth BIA

Danforth BIA Members in attendance for the 2018 AGM:

### **Board Members:**

Albert Stortchak, Der Dietemann Antiques  
Christopher Molder, Axess Mortgage  
Fiona Boylan, COBS Bread  
Eduardo Eed, Second Cup  
Adrian Molder, Property Owner Designate, 173 Danforth Avenue  
Councillor Paula Fletcher, (New) Ward 14

### **Business & Property Owners:**

Philip Kocev, IPro Realty  
Steven Biasuitti, SideBar Restaurant  
Cameron Young, Property Owner, 148, 162, 283 Danforth Avenue  
Amy Chow, The Combine Eatery  
Thomas Walsh, Carrot Common  
Michel Sauve, Midoco Art Supplies  
Anya Cramer, Midoco Art Supplies  
Vito Marinuzzi, 7 Numbers  
Greg Chitilian, Property Owner, 355 Danforth Avenue  
Nick Chiltan, Property Owner, 355 Danforth Avenue  
Kristine Lukanchoff, The Old Nick  
Chris Cherry, The Old Nick  
Mike, Mike's Music

### **Guests:**

Rafiq Dosani, BIA Auditor

Henry Byres, City of Toronto, BIA Office

John Kiru, TABIA

Steve Williams, BIA Media Manager

Eszter Czibok, Social Media Manager

David Carr, Marketing/Events Committee

Anne Ford, Marketing/Events Committee