



The Danforth Business Improvement Area

ANNUAL GENERAL MEETING

Monday, October 17, 2016

7 Numbers

307 Danforth Avenue

7:00pm

2016 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, Councillors Mary Fragedakis and Paula Fletcher, Henry Byres from the City of Toronto, John Kiru Executive Director TABIA, and Members of the Events/Marketing Committee.

Councillors Fletcher and Fragedakis both congratulated the Danforth BIA on executing a good budget for the area; continuing to work to ensure the vibrancy of the area, which benefits both the businesses and consumers.

2. Declaration of Conflict of Interest

There were no conflicts of interest.

3. Approval of the 2015 Minutes of the Annual General Meeting

MOTION: Eduardo Eed moved that the 2015 AGM minutes be approved, seconded by Elizabeth Bugajska; motion carried.

4. Auditor's Report – 2015 Financial Statement/Audit

Rafiq Dosani presented the 2015 Auditor's report and stated that the Danforth BIA financials were in good standing.

Thomas Walsh & Peter Govas asked for clarification of the Administrative expenses in particular the Executive Director's salary. Albert Stortchak explained that the amount

listed included hst; and covered all the admin work required and all event management work required throughout the year. John Kiru added that the Danforth BIA had one person covering all of the above; some other BIAs contract out to more than one person in order to cover the necessary work.

MOTION: Christopher Molder moved to receive the 2015 Financial Statement/Audit as presented by Rafiq Dosani, seconded by Amy Chow; motion carried.

5. Appointment of Auditor for 2016

MOTION: Christopher Molder moved to appoint Rafiq Dosani as Auditor for 2016, seconded by Daiva Kryzanasuskas; motion carried.

6. Officers' Reports

Chairman's Report:

Albert Stortchak gave the following Chairman's Report:

2016 was a year characterized by steady stewardship, a year that presented the BIA and many organizations with challenges, and a year in which we embraced opportunity.

The following AGM reports expand upon the themes of representation and promotion of BIA member interests, and the development of the Danforth as a welcoming and unique area to visit, shop and dine.

I welcome your participation in the discussion of these themes and also encourage you to get involved in achieving our goals. Please consider joining the Board or one of our Committees. Your enthusiasm and skills can make a difference.

On this note I wish to inform you that Jennifer Jones, the owner of The Joy of Dance Centre and our Vice Chair, has decided to step down. Jennifer will be sorely missed. She has produced the stages for the Thrill of the Grill and Taste of the Danforth for the past several years, and was the driving force behind the lighting of the Prince Edward Viaduct. On behalf of the Board and the BIA members we extend our sincere thanks to Jennifer for her 10 years of dedicated service to the Danforth BIA.

The efforts of current Board and Committee members will be evident through the reports that are about to be presented, but at this time I want to thank our City of Toronto BIA advisor Henry Byers; Margaret Fitzpatrick from Councillor Fragedakis' office, Elaine Perkins from Councillor Fletcher's office, and finally a special thanks to our Councillors: Paula Fletcher and Mary Fragedakis for their continuing support and hard work on the behalf of our BIA and our members.

Membership:

Elizabeth Bugajska reported on the following:

On behalf of the Membership Committee, I would like to welcome the following new members to our area:

The Village Pie
The Great Canadian Sox Shop
The Edmond Burke
Pizzaiolo
EggSmart
The Inner Arts Collective
Pilates with Cindy
NXNE Music Festival
National Access Cannabis
Evexia Spa
Fixt

We are fortunate that our BIA has low vacancy rates and we are awaiting new businesses to open at 161 Danforth and at the former Cafe Fiorentina location.

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

During 2016 the Committee communicated with BIA members regarding:

1. Thrill of the Grill: promoting a different format and encouraging participation in the sidewalk sale.
2. Taste of the Danforth: overseeing members participation, conflict resolutions between members and Taste organizers, dealing with safety and security issues, dealing with non-member infiltration.
3. Open Streets TO: we asked members to vote on the BIA's participation in the event and followed with a post-event survey.

We represent our members' interests through the following:

1. Membership on the following committees :

- Green P Parking Group (local parking lot development, on going safety issues, refurbishment of existing lots)
 - Playter Estates Traffic Management Working Group (parking and traffic patterns on adjoining streets which impact traffic patterns and accessibility within our Danforth BIA)
 - Danforth Police Committee (building relationships and communications with area Police in order to provide a safer environment within our BIA)
2. On-going investigation and lobbying on behalf of our BIA in the matter of illegal marijuana shops.
 3. Strengthening our working relationship with the TTC, which has resulted in better communications re: subway closures, construction etc.
 4. On-going monitoring of Broadview Avenue development - something that the Board feels will increase consumer density within the BIA
 5. Maintaining our continuous relationship with TABIA, which provides information and guidance on new and ongoing issues that affect BIAs in the City of Toronto.
 6. Recently adding a Social Media Manager to our team. And it is my pleasure to introduce Reed Hollett. As our Danforth Social Media Manager, Reed will be getting in touch with all our business members and discussing the best ways to promote your businesses via all Social Media channels. We encourage our members to take the time to meet with Reed in the weeks to come.

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.

Bike Committee:

Adrian Molder reported on the following:

- Following each yearly AGM the Board discusses possible new strategic initiatives and areas of focus based on feedback received from our members
- Based on views expressed at the 2015 AGM along with wider trends in the neighborhood and City at large, we felt that there was a strong case for the BIA to engage with individuals and groups involved in creating and promoting bicycling awareness and infrastructure
- Accordingly, we established the BIA's Cycling Committee

- We're proud to be one of the first few BIAs taking on this important initiative in the City.
- I'm the chair of this committee

Committee Goals

- Explore ways to align the needs and desires of cyclists with those of our members
- Capitalize on the sizeable demographic which routinely travels via peddle power
- Engage with the City and interest groups seeking to create programmes and infrastructure within our BIA in order to take a position in the best interest of our members
- Lead in creating a bike-friendly BIA

Reports

- To date, we have met several times as a committee
- Committee Membership includes my Board Colleague Eduardo Eed owner of the Second Cup; Tracy O'Hara, owner of Dough Bake Shop and representatives from both WARD 30 and WARD 29 Bike Associations.

Bike Lanes on Danforth

- As some of you may know, the City is considering the installation of lanes on Danforth
- The BIA and committee has not taken a position on this as we do not have sufficient information to date.
- However, we did provide a letter of support to the City to study the feasibility of installing bike lanes
- This will enable us to gather information on the issue and properly communicate with our members in order to take a position on these lanes
- We are very concerned about impacts on our businesses

Cycling Infrastructure Projects

- Cyclists help create vibrant communities and contribute to the overall neighborhood
- Cyclists have considerable purchase power (mention presentation given by CYCLE TORONTO)
- Accordingly, the Committee presented the Board with a proposal to commission a freestanding bike parking structure in the BIA; Board approved
- This structure would be an inviting and aesthetically pleasing area to securely lock bikes, encouraging cyclists to make our BIA a shopping destination and an area to stop while commuting
- Examples of what we are envisioning include bike parking located in Kensington market and Harbord Village BIA (will bring photos to pass around)
- Accordingly, we have submitted a cost-sharing application to the City for \$10K – the BIA would pay \$10K. The budget approved tonight includes this item. We may not complete the project in 2017 in which case funding would be deferred.

Events, Marketing, & Sponsorship:

Albert Stortchak gave the following report:

2016 has been a year where new formats and new events have been added to the schedule. The Danforth BIA continues to benefit from the generous work of The Marketing, Sponsorship & Events 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. In addition, this Committee also serves as the volunteer base for events such as Thrill of the Grill. Some of the Committee members are here tonight: Lanrick Bennett, Trish Bjorklund, David Carr, Barb Hefler, Steve Williams.

Sponsorship:

Sponsorship proved to be a challenge this year – not just for us but across the board in terms of major City events. The Board had set a goal of \$45,000. This was an ambitious goal but one that the Board hoped could be achieved. Unfortunately, despite hard work, we fell short. Given the current sponsorship climate, the Board has set the Sponsorship budget for 2017 back to a more realistic amount.

We were however so pleased to have a number of sponsors continue to support our efforts: RBC, Pfizer Oncology, ESKA, SteamWhistle, Select Wines, NOW Magazine and the Toronto Star. And we were extremely pleased to welcome some of our local BIA businesses as sponsors and contributors this past year: Second Cup, Loblaws, The Danforth Music Hall, FRESH Florals, Leaf & Bloom, Midoco Art & Office Supplies, Kemi, Small Wonders, De La Mer, Cobs Bread, Joy of Dance Centre, Pilates with Cindy, Riverdale Cleaners, Si Espresso, Starbucks and Der Dieteman Antiques.

Marketing & Media:

The 2016 marketing plan was designed to garner the most exposure for each dollar spent. The results support the success of this year's plan. A total of \$13,000 was spent on marketing; the plan resulted in exposure reaching 8 million. Media coverage resulted in exposure for an additional 1,537,193. So in total between Marketing and Media we hit just under 10 million.

Events:

Thrill of the Grill:

2016 marked the 7th Annual Thrill of the Grill and we returned to our Danforth Avenue following last year's event on the bridge. We have been able to develop a very strong brand in Thrill of the Grill. The association between the Thrill name and our Danforth BIA grows each year. This year we tried a new format by moving the grills in front of the participating businesses and found it to be quite successful. We also took out a

Sidewalk Sale permit for the event, which allowed all of our businesses to participate and promote themselves to the 2,000 event guests. We are currently working on some additional format changes for 2017, which we believe you will all approve of – they will refresh the event while still coming under the brand umbrella.

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.

Security issues were minimal this year during TASTE. There was a serious problem however with the new garbage service that Greektown contracted. It became evident at about 3pm on the Saturday of the Festival that the company was not picking up any garbage in either BIA area. We made the organizers aware of the situation but it took until approximately 4am on the Sunday to get all of the area cleaned up. We will be urging Greektown to rethink their contract with this specific company in 2017. We also had an issue with the timeliness of the sidewalk power washing. Greektown agreed to power wash all of the sidewalks in both BIAs within days after the completion of the event. There were some extreme delays in getting this done this year. Again we will be discussing this issue with Greektown prior to next year's festival.

Open Streets TO:

Following a vote by Danforth BIA businesses we participated in one trial Open Streets TO event this past September. Open Streets TO was very excited to have our BIA added to their list of participating BIAs and to be able to come across the Bloor Viaduct. However, we found that the marketing and media support provided by Open Streets was very weak. We had also requested approval to take out a sidewalk sale permit for our trial date so that our businesses could sell and promote themselves on the sidewalk. Unfortunately it is the policy of Open Streets to not allow such permits and activities. This made it very challenging for our businesses in terms of benefitting from the road closure. We asked all of our businesses for their feedback after the event and, although we received one or two positive comments, the majority of the feedback was negative. The Board proposes that we do not participate in future Open Streets events unless they are able to make some policy changes that will make it more beneficial for our businesses.

Thrill of the Holidays:

This year we will be organizing some holiday cheer in our BIA to attract and delight holiday shoppers to our area. The date is set for Saturday, December 10 from noon to 3pm. We will have strolling carollers, santa, balloon twisters and stilt walkers. This will take place on our sidewalks and not involve any kind of road closure. We will be sending out full details to members as we get closer to the date.

Capital Improvements:

Chris Molder reported on the following:

1. Pedestrian Lighting Project:

Throughout this past year the Board has been working on replacing the current black pedestrian lampposts. The current ones are quite old, are not energy efficient, and the costs for repairing them and trying to get them to work are substantial and even then we can't get most of them to work.

Working with the City, this is a Capital Cost Share project that also requires a loan. This past year electrical engineers have assessed our current hydro connections and have made recommendations for replacements.

The Board has selected a new pedestrian lighting system that is energy efficient, works with our current hydro connections, is financially manageable; and suits the overall look of our Danforth BIA.

Joining us this evening are the following two representatives: Mike Austin from TPL lighting and Ian Smith from Lumenpulse. And they have brought a sample of the new light for you to see.

The replacement of the pedestrian lights is an expensive undertaking. Here is the financial breakdown – 2 cost options: 1. Replacing only the existing lights; 2. Replacing the existing lights and adding some extra lighting to the area where we have dark spots:

Light replacement only (No new light poles)

Total Budget estimated project budget of \$150,000-\$200,000

- BIA 65% contribution of (\$97,500 - \$130,000)
- City 35% contribution of (\$52,500 - \$70,000)
- BIA initial funds allocated to project in 2017 (\$35,000)
- Approximate yearly loan payment spread over 10 years assuming a 3% average interest rate (\$7,240 - \$11,000)

Light replacement with 5 new poles

Total Budget estimated project budget of \$300,000-\$400,000

- BIA 65% contribution of (\$195,000 - \$260,000)
- City 35% contribution of (\$105,000 - \$140,000)
- BIA initial funds allocated to project in 2017 (\$35,000)
- Approximate yearly loan payment spread over 10 years assuming a 3% average interest rate (\$18,525 - \$26,050)

The following points were discussed following Chris' presentation of the above information:

- The lighting project will be completed by the end of Fall 2017
- Vito acknowledged the 14% levy increase for 2017 to get the lighting project started but recommended that there be no further large levy increases in future years.
- Peter Govas asked what the yearly maintenance costs will be for the new lights. Henry Byres explained that the new system comes with a 5 year warranty on the lights and a 2 year warranty on the installation. BIA maintenance is anticipated to fall within reasonable amounts compared to maintenance costs associated with the current older lights. The BIA will do an RFP for an electrician to take over any maintenance.
- Greg Chitilian asked if a full evaluation of the current lights had been conducted and could the current lights not be kept and updated with new LED bulbs. It was explained that a full evaluation had been conducted by the City and the current light structures were failing.

2. Bike Parking Hub

This is a second capital cost sharing project that we are putting forward for 2017 based on recommendations from the Bike Committee. This would be a Danforth BIA branded structure that would allow for bike parking within the area and would provide one central area that would supplement the existing bike parking (ring and posts) that we currently offer.

- Amy Chow put forward that with the expense of the new lighting system the proposed bike parking hub be removed from the 2017 Capital Cost Share and deferred to a later date.

3. New Garbage Receptacles

This is a Capital Improvement initiative for 2017. As many of you know, our current garbage receptacles are constantly breaking – the doors covering the panels stop working and swing out into the sidewalks; the pedals on most of our receptacles don't work; and, it takes a very long time to get them repaired. We would like to start a multi-year plan to replace these receptacles with the newer, slimmer models that also have fewer if any moving parts. Each of these new receptacles cost \$2,000. We are proposing that we start by replacing 5 in 2017 and continue to replace each year moving forward.

- John Kiru recommended deferring the cost of new garbage receptacles at this time as a plan is in the works to have these new receptacles covered through the City.

MOTION: Amy Chow motioned to remove the following proposed Capital Cost Share items: \$10k for the bike parking hub; \$10k for new garbage receptacles and to have the

membership of The Danforth BIA authorize the BIA Board of Management to enter into an agreement with the City of Toronto under the BIA Capital Loan Program to execute the proposed pedestrian lighting project – OPTION # 2; Seconded by Vito Marinuzzi; passed.

7. Approval of 2016 proposed budget

Christopher Molder reviewed the 2016 budget summary and the proposed 2017 budget.

- Following a discussion about the Taste stage, Amy Chow recommended capping the expense at \$25k instead of the proposed \$30K.

MOTION: Chris Molder moved that the 2017 proposed budget be approved as amended; seconded by Amy Chow; motion carried.

8. New Business

- Keiley Abbat brought forward that the numerous subway line closures and associated parking restrictions on the Danforth are detrimental to weekend business.

9. Adjournment

The meeting was adjourned at 9:15pm.

Respectfully submitted.

Albert Stortchak
Co-Chair, the Danforth BIA

Christopher Molder
Co-Chair, the Danforth BIA

Danforth BIA Members in attendance for the 2016 AGM:

Board Members:

Albert Stortchak, Der Dietemann Antiques

Christopher Molder, Axess Mortgage

Elizabeth Bugajska, Kemi

Michael Sherman, The Danforth Music Hall

Eduardo Eed, Second Cup

Adrian Molder, Property Owner Designate, 173 Danforth Avenue

Councillor Paula Fletcher, Ward 30

Councillor Mary Fragedakis, Ward 29

Business & Property Owners:

Daiva Kryzanasuskas, The Big Carrot

Kevin Hartley, IPro Realty

Ginger Robertson, The Edmund Burke

Cameron Young, Property Owner, 148, 162, 283 Danforth Avenue

Amy Chow, The Combine Eatery

Fiona Boylan, Cobs Bread

Thomas Walsh, Carrot Common

Tracy O'Hara, Dough Bake Shop

Keiley Abbat, Small Wonders

Brian Frank, Small Wonders

Michel Sauve, Midoco Art Supplies

Anya Cramer, Midoco Art Supplies

Peter Govas, Property Owner, 319 Danforth Avenue

Betty Petropoulos, Property Owner, 319 Danforth Avenue

Vito Marinuzzi, 7 Numbers

Amy Weinstein, National Access Cannabis

Greg Chitilian, Property Owner, 355 Danforth Avenue

Guests:

Rafiq Dosani, BIA Auditor

Henry Byres, City of Toronto, BIA Office

John Kiru, TABIA

Steve Williams, BIA Media Manager

Reed Hollett, Social Media Manager

David Carr, Marketing/Events Committee

Trisha Bjorklund, Marketing/Events Committee

Barb Hefler, Marketing/Events Committee