



**PRESTON STREET BIA
BOARD MEETING
Tuesday, April 2, 2019
MINUTES**

Attendance: Antonella Ceglia, Tony Zacconi, Cristina Forieri, Amanda Cockburn, Marcus Filoso, Claudio Lepore, Steve Moffatt, Amanda Papalia, Lauryn Santini, Kyle Walters. David Loan, Lori Mellor
Absent: Eric Diotte, Catherine McKenney,

1. Approval of Minutes:

Moved: Steven Moffatt

Seconded: Cristina Forieri

2. Approval of Agenda:

Moved: Tony Zacconi

Seconded: Steven Moffatt

Delegation by Dems and Doll re: Night Lights budget increase

Sarah told the Board that they would like to have a larger space to better accommodate the crowd and installations. They are finding they need to pay for labour for set-up and tear-down as the requirements have expanded. They also have storage fees for the pieces that need to be covered. If given the full budget request, they will provide 3-5 more installations, and more fire performers. Antonella asked them to increase visibility from Preston Street. They were also asked to move the date closer to Halloween. (see proposal attached).

3. Chairperson's Report:

3.1 Denis Matte's Resignation from the Board: The Board is grateful for Denis' ten years of service on the Board. He will be greatly missed.

3.2 Welcome to Kyle Walters of Sakto:

Kyle graduated with a finance degree. He has been with Waterford Group for 4-5 years. The Board welcomes him and looks forward to working with him.

3.3 Italian Festival Spending

The Marketing committee has developed plans for animating Italian Festival and requires additional budget. The Marketing committee recommends sponsoring Italian Week for \$5,000 in addition to the \$10,000 budgeted for street animation. To date animation will include: Living Colouring Book, Stilt Walkers, Fireman's Band, Chalk Artist, Tattoos, Face Painting, Balloons, 3 Dance groups doing flash mob dance exhibits during the festival, Colony VR, Matt Cassidy, Daddy n Me Yoga. Possible co-sponsorship of soccer juggling act from Toronto.

3.4 Night Lights Funding approval

The Board approved an increase of \$2,500

3.5 Tulip Festival Funding

No Funds have been allocated. Request is for \$5,000 for sponsorship of Art in the Tulips, plus \$2,500 for animation.

3.6 Presdelicious 2:

Event has no funding allocated.

3.7 La Vendemmia Funding

No Funds have been allocated. Request \$10,000

3.8 Municipal Parking Management Strategy:

The strategy is 10 years old so is being refreshed. Key points are:

a) Meters in Westboro and Wellington West: Current process is that a Parking Study is done, and if capacity is over 80%, staff are to recommend meters be installed. However, the BIA, Resident’s Assn. and Councillor must agree to accept meters. Normally, when the studies show the needs, those groups accept the meters, but they are not. Refreshed strategy would take away requirement to have agreement from the three stakeholder groups.

b) Dynamic pricing: Parking would like to bring in dynamic pricing which means that the more demand there is for parking at that time, the higher price you pay. The concern here is that we would lose our free parking after 5:30 pm and on weekends.

c) Parking price increase: Base parking rate will increase from \$3.00/ hour to \$3.50/ hour.

d) Parking currently has a reserve fund of \$24 million: There is concern that the City will raid the fund and will then start budgeting for parking revenues as they do with ticket revenues. This gives the City an incentive to raise rates and extend paid parking hours and enforcement. \$4-6 million of this fund is set aside for a P-3 project where public parking would be added to the Arnon Development on Beech St.

MOTION:

That the board reallocate funds from the following cost centres :

Dragonboat Festival:	\$5,000
Christmas decorations:	\$15,000
Reserve:	<u>\$5,000</u>
	\$25,000

To fund the following events:

Nightlights:	\$2,500
Tulip Festival	\$7,500
Italian Festival	\$5,000
La Vendemmia	<u>\$10,000</u>
	\$25,000

Moved: Steven Moffatt

Seconded: Tony Zacconi

Unanimously accepted.

E-VOTE:

Re: Tulip Festival Sponsorship: As the Art in the Tulips package had already been booked, Board members were asked to approve a different package:

“Signature *Location* Package” for \$5000 would include:

- Our logo prominently listed as a Signature **Location** Partner on the Canadian Tulip Festival Website with a link back to our website
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to Little Italy's offerings
- Prominent Signature **Location** Partner Listing on the Canadian Tulip Festival website, linking to our Web Page
- 4 Organic Facebook & Instagram Posts through Tulip Fest Social Media Channels
- Be a part of Social Media GIANT Tulip **Scavenger Hunt**
- 25 FREE Removable Window Decal for Outdoor Advertising during the Festival
- 10 GIANT Celebration Tulips with the Preston St. BIA branding to be set up along Preston Street. We would own these tulips and be able to reuse them next year.(Value \$699./ tulip).
- E-Marketing Tool Kit including Official Signature **Location** Partner Logo
- 4 VIP Passes to the Fireworks Display on Victoria Day

There were 7 supporting responses and no opposing responses, so this item has been carried.

3.9 Letter from Joe Cotroneo:

Sent March 12, 2019

In response to the newsletter I would like to clarify. The board is not trying a new route. It is being moved because of complaints from fellow businesses that it was bad for business.

Facts Longest continuous running criterium in Canada 45 yrs

I have worked with the bicycle race for 24 yrs, supplying them power

\$500.00 sponsorship every year, \$ 10,000.00 sponsorship from stella artois, got kitchissippi on board as a sponsor, plus my own in house promo.

Built the race from one race to five races because we the board at the time wanted the race bigger and better.

They come with an army of volunteers and dedicated organisers, live rogers coverage , and bring 2000 plus people to the street.

In one fell swoop it is shifted to the north end, spearheaded by businesses at my end , some of whom have been on the street less than 10 yrs and who did absolutely nothing to capitalize on 2000 plus people on their doorstep other than look at me and say he is the only one busy.

You say you want to rotate the event. I wish you luck but now you can keep it there. It is all about consistency. I will make plans for my business this year during the event and I do not want to change them every second year.

It seems this board is not just against the bicycle race but against road closures period. It is not the city putting up obstacles its the preston street businesses. You are just making it easy for the city to say no.

A second note

The BIA took down the Canadian and Italian banners at what expense? Two days later the ncc put their own up on the street that were 4 times the size. The BIA did not have one event on the street yet we were promoting Winterlude. Bank street had events Lansdowne had countless events the market had 5 events including the bed race that was taken from dows lake. They closed York street for the bed race. Yasna Jennings from the market BIA was on CTV saying how successful their events were and how much business it brought to the area. They plan on having more events next year. Take a look at how many events have been taken from dows lake.

Last note

Westboro closes their street for 48 straight hours.

The BIA's Response:

Dear Joe,

Your email was read aloud by Tony Zacconi at the Board Meeting on April 2nd.

They have asked to respond as follows:

Bike Race: The Board is committed to keeping the Bike Race in Little Italy. By moving it this year, they are trying to find a compromise that will work with all the businesses that have been impacted by the south route. Alternating the route between the north and south ends of the street was viewed as the best response they could find.

New Board: The newly elected Board of Directors inherited last years' budget and plan and have been working diligently to create and implement their own plans, working within a budget that has not increased in over 10 years. Their first board meeting was in February, and they have met numerous times with the Board and Marketing Committee since then. They have accomplished a lot in a short period of time. Currently, they are working on a sponsorship of Tulip Festival which is holding all of their events at Dow's Lake this year. As well, they are working to freshen up Italian Festival and re-start La Vendemmia. As details are finalized, the information will be shared through the newsletter.

Winterlude: Initially the plan was to revive our banner program, where, as we had done in the past, there would be seasonal banner changes. We were not aware that Heritage Canada would be installing their signs. The Italian and Canadian flags will now remain up throughout the year. When we were arranging the banners, Winterlude was to be providing programming at Dow's Lake. We were not made aware that the events had been moved. The banners were mounted to make a connection between Winterlude and Preston Street for visitors to Winterlude, as we had done in the past with our banners. Closing down York street is a much simpler process, than closing Preston Street which is an arterial road and a truck route.

Westboro road closures: Westboro does not lock in businesses and residents with their road closures. On both sides of the street there are alternatives to exiting on Wellington. Businesses on the west side of Preston do not have any other exits than to cross Preston St. The Police require that if we have cars crossing the closed roadway, they must be escorted by security. To keep the road closed for 48 hours, would require security stationed at all the closed intersections, more than doubling our road closure costs.

Minutes: The Minutes are now available on the website at www.prestonstreet.com/members

4. Marketing Committee Report:

4.1 Initiatives

The Marketing Committee is currently working on the following:

- a) Italian Festival sponsorship, animation, marketing
- b) Tulip Festival sponsorship, animation, marketing
- c) Development of Bella Vita marketing concept and collaterals.
- d) La Vendemmia
- e) Developing job description for Social Media Marketing Coordinator position.

4.2 Ask People on Preston: The Board felt that this campaign was not hitting the mark and instructed the ED to advise GRM that the program is cancelled.

5. Councillor's Report:

5.1 Council adopts LRT Stage 2 Proposal.

Council adopted the LRT Stage 2 proposal. It includes a station at Gladstone and the rail line, which will open up the South end of the City to easy access to Little Italy

3. Financial Report: The Financial report was attached to the Minutes package.

4. Other

Carry forward items

1. Italian Festival SEAT meeting: Complete
2. Ferrari SEAT meeting
3. Bike Race SEAT meeting: Complete
4. Repair arch lights
5. Italian Festival organization
6. Office ceiling repairs and repainting: Complete
7. Minutes put up on website: Complete
8. Website business directory clean-up: Complete
9. MTO meeting with membership re: OTrain bridge replacement.
10. Queensway Encroachment Permit extension
11. Office entry system. Deferred
12. Street Décor
13. Vinyl Wraps- Deficiencies will be addressed in Spring
14. Presdelicious- 2019 version in progress. Complete.
15. Queensway Bridge replacement, lighting and electrical plan.
16. Bollard repair (under Queensway). Complete
17. Treelight maintenance
18. Graffiti management
19. Albert Archway location and design partnership.
20. Retail Gap Strategy
21. Boundary Expansion