



Westboro Village Business Improvement Area

Board of Management Meeting

October 24, 2019 at 4:30 p.m.

Whispers Pub and Eatery, 249 Richmond Road

MINUTES

PRESENT: Molly Van Der Schee, Darren Prashad, Fiona Mitchell, Michelle Groulx, Alan Whitten, Richard Bown, Sheba Schmidt, Rick Eisert

Regrets: Councillor Jeff Leiper, Steve Harding

1. Call to Order

The meeting was called to order at 4:32 pm by Board Chair Molly Van Der Schee

2. Approval of Agenda

Motion by Darren Prashad; Seconded by Alan Whitten (Approved)

3. Approval of Meeting Minutes of September 26, 2019

Motion by Rick Eisert; Seconded by Alan Whitten (Approved)

4. Advisement re Pecuniary Interest or Conflict of Interest

There was no pecuniary interest.

5. Treasurer's Report (Alan Whitten)

- On track – 75% of the budget has been spent and we are 2/3rd of way through the year. Variances are acceptable.
- Spending of promotional dollars tends to be weighted earlier in the year (FUSE)
- The BIA is targeting a slight deficit. Treasurer agrees and stated if there is 20% or more of the budget left, members want to see money spent as opposed to having an addition to the surplus.
- There was a question of lowering member fees. Treasurers response was; we pay our money to have a result. I think that is happening. Let's look at new things to do more.

Councillor's Report

No one from the councillor's office was present at the time.

6. Executive Director's Report

Street Beautification Update



- Wreaths have been approved and installation is moving forward. The BIA will also be lighting up Winston Square and the All Saints Church Courtyard. There will be no fake or unrooted trees at the Church.
- Hiring a window artist to care of the empty spaces in Westboro
- A concrete planter is being moved to the corner of Island park and Richmond rd. and will have a sign “Welcome to Westboro Village” installed; similar to Wellington West.

Events Update

- Hiring the Renaissance Carolers – beginning November 30th and every Saturday leading up to Christmas, includes December 7, 14, 21st.
- **Light up Village – November 30th**
 - Outdoor light up ceremony at All Saints Church courtyard
 - Makers market and bake sale inside of Churchill Seniors Centre
 - Winston Square will be a programed place; with lights up for the winter
 - Kitchissippi Food-raiser – raising money for Parkdale Food Centre inside Churchill Senior Centre through craft sale, activities and bake sale.
 - Also, at the Church, we will be collecting non-perishable food for Westboro Region Food bank
 - Michelle requested a motion to donate \$500 to each charity: the Westboro Region Food bank and Parkdale Food Centre.

Motion by Sheba Schmidt; seconded by Richard Bown (All Approved)

- A suggestion was put forward to incorporate Hanukkah in the outdoor seasonal lighting as the dates fall along Christmas Sunday December 22 to Monday December 30th.
 - The BIA will investigate including blue lights at Winston Square.
- The BIA is looking to update and redesign the windows of the abandoned building decals at Churchill and Richmond Rd.
 - The Board has requested the BIA reach out to get building owner’s approval. CLV group is listed as the current owners.
 - The BIA will attempt to contact the new owners, CLV Group and seek their approval and ask for their consideration to financially contribute to the design and install.



- A suggestion was put forward to have a designer/artist create a design and wrap the entire building.
- To proceed with the wrap the building idea, the BIA will add this to the 2020 strategic plan – should contact be made and approved by the property owner.

Operations

- The BIA has moved into the new office; 203-290 Picton ave. The BIA will be hosting an open house in December. All the membership will be invited.

New Business

- Pop-up Opportunities –The BIA has asked the Board to let them know of any property owners in Westboro Village who are interested in engaging in pop-up opportunities to fill empty spaces. The BIA will help spread the word spaces are available. Colonnade Bridgeport has space and Team Royal Lepage; Rick Eisert will consider.

Motion to adjourn: 5:02 p.m.

Motion by Sheba Schmidt; Seconded by Darren Prashad (Approved)