

**Westboro Village Business Improvement Area  
Board of Management Meeting**

**May 21 at 4:30 p.m.**

**[Video Conference call](#)**

**Meeting ID: 718 4525 3586**

**Password: 2B27pT**



## **MINUTES**

**In attendance:** Molly van der Schee, Darren Prashad, Rick Eisert, Jeff Leiper, Fiona Mitchell, Michelle Groulx, Alan Whitten

**Late arrival:** Sheba Schmidt, Steve Harding

**Regrets:**, Richard Bown

At the call to order at 4:39, it was established there was not quorum. It was agreed the meeting minutes from the April 23<sup>rd</sup> board meeting will be circulated by email for approval.

Mid-point during the meeting quorum was achieved. No motions were passed during the meeting.

### **Minutes of the discussion:**

Executive Directors Report by Michelle Groulx

### **Events and Promotions**

Mother's Day campaign was successful and was executed by Jake Naylor of Whiskey Jack

Media, we are looking to replicate this promotion again for Father's Day. The BIA will put out a



call to for items and priority will be to the businesses that did not participate in the Mother's Day campaign.

The City has extended the suspension of all events until the end of August 30<sup>th</sup>, so unfortunately Fuse Street Festival will not happen this year. All members will be advised by email.

The FUSE Street Festival contract with Whiskey Jack Media will require a statement of work change which will be signed by the chair. It will still fit under the budget items of Spring and Summer promotions, continuing with the goals of promoting Westboro Village and the members, in a digital format.

The artwork designed by Xactly for the windows at 325 Richmond Rd and 327-331 Richmond Rd was revealed to the board members on the call.

Michelle explained the concept for the design as something eye catching but nothing to intricate, for ease of cutting and placement in the building windows.

Question from Molly van der Schee - Is the date being removed from the marquee?

Answer from Michelle Groulx – Yes it can be but was not asked to be a part of the design.

Jeff Leiper asked if there could be some French words to be incorporated. It was agreed 2/3 English and 1/3 French.

### **Street Maintenance**

Flower baskets timeline is end of May to beginning of June. Lafleur and Richmond Nursery are being contacted and asked to speak to each other about executing the installation.



## **The Special Meeting in September**

The City clerk has not had the question around the AGM and virtual meetings he is researching this now.

Question Alan Whitten – What is our preference, is it to have an in-person meeting? If so, let's wait until June to decide. If we do not want to risk having an in-person meeting, we should investigate the process of approval for a virtual meeting.

Question Michelle Groulx – Jeff would the City Clerk be able to come up with a bylaw we would be able to use?

Answer Jeff Leiper – If he comes back saying we cannot host an AGM virtually, then I would ask him for a bylaw that could be passed but it would still have to be in the Municipal Act. The special bylaw to have board meetings, council meetings and BIA meetings is in the Municipal Act and so if it doesn't allow for a change for the AGM at Queens Park, we might not be allowed to do it. I am waiting to hear back from Rick tomorrow.

Jeff Leiper suggests to plan for a September meeting of the membership and invite some key people, from the City or consultants, who can make presentations about the new reality and if it turns out that it is not an officially sanctioned meeting because provincial legislation doesn't allow it, then move ahead with it as a town hall meeting instead.

Rick Eisert advised an upgraded Zoom package can offer up to 500 people participating and voting capabilities.



Jeff has found from a recent town hall for a development meeting that offering this type of virtual meeting more people came, and it was a better cross section of people.

The meeting was adjourned at 5:30pm. Carried no opposition.