



**Minutes of Tuesday May 9, 2023 – Subcommittee Report Meeting**

**Location:** Zoom

**Time:** 10:00 AM

**In Attendance:**

Masum Hossain (Chair), Peter Kalamaris (Secretary/Treasurer), Suri Weinberg-Linsky, Omar Warsame, Sylvio Rodriguez, and Audrey Swartz (Coordinator)

**Regrets:**

George Kalamaris (Vice-Chair), Olumide Olatoye, Councillor Nunziata Ward 5, York South-Weston

**Call to Order:** The meeting was called to order with quorum at 10:05 AM.

**Motion:** To approve the agenda.

**Moved By:** Suri Weinberg-Linsky **Seconded by:** Omar Warsame

**Carried 05-09-01**

Conflict of Interest – None Declared

**Motion:** To approve the April 2023 Subcommittee Meeting Minutes.

**Moved By:** Omar Warsame **Seconded by:** Sylvio Rodriguez

**Carried 05-09-02**

**Streetscape Report**

Suri presented the report, the following comments were made;

1. Went into detail on the reasoning why the banner cost increased – the lowest bid was thrown out due to a technicality. The options were to decrease the number of banners to 73 pieces or increase the cost by around 2K. We are predicting to be below budget for our plantings this year so we can have some available budget from there. There is a \$5000 contingency built into the total new price of \$24,118.14 which may not be used.
2. Clarified that the artwork was done previously by the BIA

**Motion:** To accept the new CPPA for the banners whereas our contribution is \$12,059.07

**Moved By:** Suri Weinberg-Linsky **Seconded By:** Peter Kalamaris

**Carried 05-09-03**

**Motion:** To move forward with the pigeon pest-control service, billed monthly at \$525

**Moved By:** Suri Weinberg-Linsky **Seconded By:** Omar Warsame

**Carried 05-09-04**

3. Described the OVO control system for the pigeons. 1-year contract, approve for 6 months at this time.

**Motion:** To accept the streetscape report

**Moved By:** Peter Kalamaris **Seconded By:** Omar Warsame

**Carried 05-09-05**

4. Masum mentioned that Castlepoint is interested to make a contribution towards the Gateway, but we need to prepare a plan or proposal.

### Marketing Report

Audrey presented the report. The following comments were made;

1. Clarified that the committee is to create some kind of plan, so that we can build it into the 2024 budget as we don't have enough to do anything with the 2023 budget.
2. Goal of the ranking system is to determine the anchors and most engaged individuals, based off of metrics and objective data. Will help with member engagement

**Motion:** To accept the marketing report

**Moved By:** Suri Weinberg-Linsky **Seconded By:** Peter Kalamaris

**Carried 05-09-06**

### Events Report

Suri presented the report on behalf of the subcommittee. The following comments were made;

1. Possibly look into moving the Tune Up event to later in the year or have a rain date because the weather is very iffy in April.
2. Going to use board members and WVRA to help put up the Farmers Market signs.
3. Community Garage Sale is on June 10<sup>th</sup> , opening ceremony on June 3<sup>rd</sup> and invite the politicians
4. There was discussion about EasyBoxed application that it did not fit into one of the vendor categories, so it wouldn't be a fit for the market
5. We will create a map for the sign distribution

**Motion:** To hire Kenny as market support staff at minimum wage

**Moved By:** Suri Weinberg-Linsky **Seconded By:** Omar Warsame

**Carried 05-09-07**

**Motion:** To accept all vendor applications received in April except EasyBoxed

**Moved By:** Suri Weinberg-Linsky **Seconded By:** Omar Warsame

**Carried 05-09-08**

**Capacity Development Report**

Peter presented the report. The following comments were made;

1. A meeting date of Gladki was discussed. It was decided we would meet them Tuesday May 16<sup>th</sup> at 5:00-7:00pm before the Devron Community Consultation. Peter will ask Gladki if this time works for them.

**Motion:** To accept the Capacity Development report

**Moved By:** Peter Kalamaris **Seconded By:** Suri Weinberg-Linksy

**Carried 05-09-09**


**Other Business**

Reminded of the Castlepoint Community Consultation that night.


The next meeting date will be June 13<sup>th</sup>

**Meeting Adjournment:** Masum Hossain called the meeting to a close at 10:56 AM.

Minutes Approved By:

  
VICE Chair, Masum Hossain *GEORGE*

JUNE 14, 2023  
Date

  
Secretary/Vice-Chair, Peter

JUNE 14, 2023  
Date