

Weston Village BIA
4 John St., Unit 3
Weston, ON M9N 1J3



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**Minutes of Wednesday February 26, 2025 –Special Meeting
2025 Workplan Review**

Location: Zoom <https://us06web.zoom.us/j/84024213736?pwd=ckubbSZFwVQBUkx7wKXbberaSHfcy.1>
Time: 1:00 PM

In Attendance: Masum Hossain (Chair), Peter Kalamaris (Secretary/Treasurer), Jonathan (Jonny) Respach, Olumide Olatoye, Suri Weinberg-Linsky, and Nicole Strachan (Coordinator)

Guests: Ned Sabev

Absent: Councillor Frances Nunziata, Romano D'Andrea, Marilyn McCrae, Omar Warsame (Vice Chair)

Call to Order: The meeting was called to order with quorum at 1:05 PM.

Motion: To approve the agenda

Moved By: Suri Weinberg-Linsky

Seconded by: Jonathan Repasch

Carried 02-26-01

Conflict of Interest – None Declared

Peter joined at 1:07 PM

Discussion of agenda items

- Ned advised the board that any significant changes to the workplan and budget would have to wait for the new members to vote on, as the BIA just held their AGM.
- Masum expressed that he doesn't think Nicole's assessment of the workplan, and office work-flows are accurate.
- Nicole gave a brief overview as to why the board was asked to participate in this meeting, along with her approach to planning and the desire to have improved succession planning for the months to come, and project success for the year.
- Peter suggested a one-by-one review of the projects on the proposed workplan. The following projects it was agreed upon by all that the execution of them would be reviewed later in the year.



- Lighting Project – Audrey had a proposal prepared it doesn't make sense to jump back right now. Will be revisited mid year, and this is opportunity to reengage the councillor into it.
- Gift card program will be revisited in the summer. Nicole explained there are no clear objectives set out in this project per the workplan. The ir needs to be measure of its efficacy by now, as the program a has been running for about 1.5/ 2 years.
 - Suri and Jonn expressed they wanted a review of the program.
 - Peter it's unclear how Audrey was measuring it's success.
 - It's unclear if the program provider offers training to the businesses, or how what the BIA has loaded on them is tracked. Nicole has not been tracking what she has issued. There is not confirmation on how many cards are on hand and/or total dollar value.
- Summer Music nights. Nicole to bring location/change ideas to board by April 2025 board meeting and decision will be made at that time of if or how the event is run.
 - It was expressed that it may not be a good fit for our main street at this time
- Graffiti Removal project will e reevaluated in the April board meeting to asses if the summer deadline of completion is obtainable. Nicole to review assets that have graffiti.
- Market/ Safety campaign will be a discussion at the March board meeting.
 - The objective per workplan is too broad. Nicole posed that if it's BIA lead, the efforts should be put towards her creating a marketing plan for the BIA's current events and leaning into that. If it will be led by a firm the BIA needs to have clear objectives of what the want from that firm.
 - Peter asked the board to reflect on this project ahead of the March meeting to determine if the BIA should continue with it. He reminded the Board that this project would share funding with the strategic plan based on the 2025 Proposed Budget. Peter will follow up with Gladki for the anticipated costs for 2025 on the Strategic Plan.
- Merchandise plan is also tabled for the March meeting. Nicole and board to review the 2023 coordinator report to determine what the objective of that project was. IE sell through the businesses, simply for branding and name recognition.
- The following changes will be made to the workplan
 - Correct Weston in Gear Planning project name to reflect building relationship with Developers
 - Add in Farmers Market focus group meeting,
 - Nicole to have AGM minutes ready for march board meeting

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- Masum thanked Nicole for calling this meeting and expressed appreciation for the board members engagement in the BIA. And encouraged them to be involved with the implementation of the workplan.
- Ned offered
 - that the BIA connect with our Streetscape Coordinator, Kasia Grobel, to arrange for city planning to be at the table.
 - Work through the councillor's office to the support in getting insight into development, community benefits etc. and the BIA can push for the developers to give commercial space.
- There was a consensus that the addition of Romano and Marilyn to the board is an opportunity to leverage their expertise in building developments to help the BIA carry through their over goals as a BIA.
- Security Patrol – Nicole to draft RFP for Board review and approval. RFP to be issued in March and closed with quote review in April for a start date in May
- Brochures are to be completed in addition to the electronic newsletter
- Planting RFP summary is to be prepared by Nicole for the March meeting. Quotes to be circulated to the Board. RFP close is March 2nd at 11:59PM.
- Mother's Day Market to be reviewed to see if we will change it or cancel. Suri expressed concerns of vendors selling items that compete with our BIA businesses
- Strategic Plan – Nicole is to flesh out her Youth Engagement plan and share with Natalie and Robert of Gladki, and copy Peter. Gladki to review if they or coordinator will lead the implementation
- Weston in Gear – Led by Peter and Suri at this time, not the Coordinator. Peeter to follow up with Vanessa Carvelho regarding the initial meeting.
- Mural – Nicole is to apply for the Mural grant that closes in March. Nicole is to reach out to Katara for implementation in June. All planning to be completed in March and April.
- Developer and Planning – Nicole to start outreach/relationship fostering
- Street Cleaning – Review the budget and allocated hours for James. Suri expressed wanting more cleaning. Nicole drafted the contract and is to circulate for Board review.
- It was agreed that all other projects on the workplan will remain as is. All other projects on workplan

Peter left at 2:59PM

Meeting Adjournment: Masum called the meeting to a close at 3:04 PM.

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Minutes Approved By:

Suei Wernby-Linsky
Name
Title Board Member

Peter Kalamaris
Name
Title SECRETARY.

July 17/25
Date

July 9 2025
Date