



Minutes of Tuesday August 8, 2023 – Subcommittee Report Meeting

Location: Zoom

Time: 4:00 PM

In Attendance:

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

Regrets:

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

Call to Order: The meeting was called to order with quorum at 4:05 PM.

Motion: To approve the agenda.

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

Carried 08-08-01

Conflict of Interest – None Declared

Motion: To approve the July 2023 Subcommittee Meeting Minutes.

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

Carried 08-08-02

Streetscape Report

Suri presented the report, the following comments were made;

1. Thought it might be better to put holiday décor budget toward additional street cleaning or security.
2. Peter offered to print drawings of schematics at no cost in his office, they are black and white.
3. George is working on rough budget for gateways. Will send to Pauline to tighten the scope of RFP for consultant.
4. Clarified that the cleaner comes 3x/week. City needs to increase their frequency and some by-law enforcement. Litter hog isn't sufficient.
5. There was discussion following lack of bylaw and police enforcement, and from what the police said at the last meeting. Escalate to the media if there is no improvement. Follow up with Frances on the meeting with social groups.
6. Met with City, Grascan regarding the deficiencies in the planters at the Weston/Lawrence corner. It doesn't seem that the City has any hold onto Grascan to complete the deficiencies. Suri to try to contact Pat from Grascan for some answers.

Motion: To accept the streetscape report

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

Carried 08-08-03

Marketing Report

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

1. Items marked in yellow on the project proposal, are waiting for a quote.
2. Will give the board more time to review the proposal specifics to discuss next meeting.
3. Increase of printing budget to increase quantities so there's more to hand out to the public.
4. Merchandise for sale/giveaways, need the capital investment into the budget but the money will be made back.

Motion: To accept the marketing report

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

Carried 08-08-04

Events Report

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

1. No concerns with Jasmines work, stays in contact full day on Saturday. Does a debrief end of shift, no concerns from vendors during her probation.
2. Clarified the budget surrounding Winterfest, operations/logistics to be hired either freelance or through company. Scope/Size of the event will be based on the sponsorship.
3. Suri brought up a complaint from the customer for some vendors pricing

Motion: To approve the sponsorship package for Winterfest.

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

Carried 08-08-05

Motion: To accept all new vendor applications received in July.

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

Carried 08-08-06

Motion: To extend Live Music Nights an additional two weeks in September.

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

Carried 08-08-07

4. Will focus the LMN extension to the main intersection. Try to get a classical.
5. A Canada Day event hasn't yet been decided by the board as an event to host. Board to decide that at the budget time what could be our contribution. Explore with the Somali organizations to partner. Strike a committee.

6. Proposed \$1000 for the community support for non-BIA led events, ex. 10 sponsorships of \$100 for the year. Will need to provide a full proposal so the board can decide if it's of benefit to the BIA. One requirement is the event takes place in the BIA boundary. Need to clarify with Marianne if these kind of donations are permitted.

Motion: To accept the Events Report.

Moved By: Omar Warsame **Seconded By:**

Carried 08-08-08

7. Discussed the donation request of gift cards for Acorn's Beat the Heat event. The board felt the event was too political to get involved. Suggest to them they ask our businesses directly for support. Remove logo from the poster.

Capacity Development Report

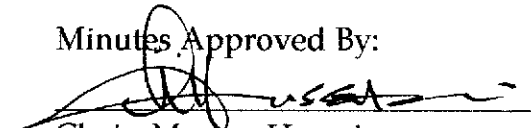
There were no updates from the committee so no report was made.

Other Business

None

Meeting Adjournment: Masum called the meeting to a close at 5:53 PM.

Minutes Approved By:


Chair, Masum Hossain


Secretary/Vice-Chair,

Sept 13/2023
Date

SEPT 13, 2023
Date