



ANNUAL GENERAL MEETING MINUTES

Thursday November 3rd, 2022
11:00 am (ET) Virtual Meeting Minutes

LVBIA Board Members Attendees

Julie Kaye BIA Chair Telecom by Design
David Essig BIA Vice Chair IWGplc
Connie De La Vega BIA Secretary Property Owner
Kirolos Hanna BIA Treasurer BMO
Jane Siklos BIA Director York Heritage Properties
Chris Wilkins BIA Director
Sandy Weir BIA Director Smooth Wax Bar

Non- Board Members Attendees

Ned Sabev Economic Advisor City of Toronto
Madelaine Hudson BIA Accounting
Kevin Fretz Senior Accountant Robert Gore Associates
Phoenix Thakur Robert Gore Associates
John Kiru Executive Director TABIA
Jonathan Ramos Senior Operations Manager Kevric (Volunteer)
Noah Parker Manager First Capital REIT

Guests- Business Members

Michael Cnudde Autism Ontario
Eric Lee Liberty Market Tower Inc.
Sarah Avarell Music Canada
Marilyn Gotfrid Pet Valu
Chris Atkins Director First Capital REIT

1. Call to Order, Introductions and Opening Remarks

- LVBIA by-laws require a 20-day notice of the meeting along with accompanying materials, all of which has been complied with.
- **Confirmed Quorum of the Board is Present (6)**

2. Declaration of Conflict of Interest

- No conflicts declared

Approval of Agenda

MOTION: “To approve the 2022 AGM Agenda”

FIRST: David Essig BIA Vice Chair | IWGplc

SECONDER: Michael Cnudde | Autism Ontario

ANYONE OPPOSED: NO

3. Approval of 2021 Annual General Meeting Minutes

MOTION: “To approve the 2021 Annual General Meeting Minutes”

FIRST: Chris Fraser | Moveable Inc.

SECONDER: Jane Skilos BIA Director | York Heritage Properties

ANYONE OPPOSED: NO

4. Auditor’s 2021 Report

- Current auditor is Kevin Fertz & Phoenix Thakur | Robert Gore Associates
- Found no mistakes in LVBIA books & records, no qualification to report
- Copy of the financial statements is available to everyone
- Major change year over over was City’s streetscape project- Approx. \$1,67000 for the payable sitting in an account, stands out as a large variance from the prior year and will call it as a material change year over year
- City funds the 50% of the capital cost share projects, and we came in under budget for the last project for the BIA’s 50% share

MOTION: “To approve the 2021 Audited Financial Statements”

FIRST: Chris Fraser | Moveable Inc.

SECONDER:Kirolos Hanna BIA Treasurer | BMO

ANYONE OPPOSED: NO

5. Appointment of Auditor for 2022

- After careful review and consideration, the Liberty Village BIA is pleased to put forward Robert Gore & Associates as the BIA's Auditor for 2022.

MOTION: "To approve Robert Gore & Associates as our BIA's Auditor for 2022"
Statements"

FIRST: Kirolos Hanna BIA Treasurer | BMO

SECONDER: Michael Cnudde | Autism Ontario

ANYONE OPPOSED: NO

6. Update from Councillor Joe Cressy

- No Updates

7. 2022 Year in Review (Presented by David Essig - Vice Chair LVBIA)

King-Liberty Village Walkway Art Mural

- Through the City of Toronto Outdoor Mural & Street Art Program and in collaboration with First Capital, we unveiled Biindingen by artist Que Rock on the King-Liberty Village Walkway.
- This mural is a visual Land Acknowledgement and is connected to the Anishnaabe creation story of the Original Six Nations Peace Story.

Public Parklet

- Over the summer, our Animated Public Realm Committee installed a temporary public parklet on Snooker Street through the City of Toronto's CafeTO Program.
- The parklet included vibrant plantings and Muskoka chair seating.
- It became a popular hangout spot for shoppers, residents and local employees who needed a break or wanted to enjoy their take-out from a local business!

Walk Liberty

- At the start of 2021, we launched 'Walk Liberty' a 13-stop self-guided walking tour and interactive online portal that showcases the rich history, public spaces and dynamic businesses of Liberty Village
- In 2022, we continued to maintain Walk Liberty by making updates to the business directory, adding more restaurants, patios and promoting the historical context of the area
- Walk Liberty continues to be a successful initiative for our BIA by encouraging visitors and local residents and employees to get outside and explore the neighbourhood and all it has to offer
- You can visit www.libertyvillagebia.com/walk-liberty for the full tour, or scan one of the 13 signposts throughout the neighbourhood

Liberty Village Bonus e-Gift Card

- Since 2020, we have been launching the Liberty Village bonus e-Gift card promotion - which is a virtual gift card that automatically gives consumers an extra 25% on the amount that they purchase to spend at participating businesses in Liberty Village. The 25% Bonus amount and all processing fees were paid for by our BIA.
- This program provided a variety of benefits to our members:

- Businesses were able to increase their sales without reducing their margins
- The bonus money acted as an incentive for residents to shop local and It Introduced residents to new businesses within their community. It was such a successful campaign that we decided to launch it again this year! If you are interested in becoming a merchant, please contact Abhi our Executive Director at admin@libertyvillagebia.com for the next steps!
- We had great feedback from our consumers and businesses, we hope to bring back the program in 2023.

ShopLibertyVillage2Win

- In Spring 2022, we launched the ShopLibertyVillage2Win campaign to raise awareness on the importance of supporting local businesses. The campaign encourages people to shop local and support our neighbourhood businesses.
- The reported economic impact of the campaign was \$68,000. During the campaign, we engaged with 78+ businesses
- All of the participating businesses said the campaign was beneficial and would like to see it run again
- The campaign was so successful that we are bringing it back for the Holiday Season. In the coming weeks, Abhi will reach out to our members about what's in store for the ShopLibertyVillage2Win Holiday Season Campaign.

Give Me Liberty

- On June 23rd, after a two-year break due to COVID-19, Give Me Liberty returned! We closed down Fraser Ave. to cars and had a one-day festival showcasing local businesses with live music and activities.
- Give me Liberty 2022 was a huge success! We managed to raise around 30k in sponsorships and had representation from 30+ local vendors who set up their booths.
- Some of the highlights of the festival:
 - We had a great turnout and visitors loved the vibe, food and entertainment
 - Vendors were happy with their placements and stakeholders felt supported
 - 96% were inspired to return to Liberty Village
 - St. Felix and Burger Drops participated and supported feeding their guests
 - Live entertainment (dancers, music, Dr. Draw), photo booths, lawn games and kid's zone

Live at Liberty Music Series

- In August, we hosted our second annual Live at Liberty, a 4-week music series that showcased a variety of local musical talent
- Overall, the performances were effective at drawing people into our neighbourhood and strengthening the social fabric of our community
- We will continue this initiative as an annual series every August

Main Street Innovation Fund

- Liberty Village BIA was selected for the Main Street Innovation Fund for funding in the amount of \$25,000. The grand funding amount will be used to create a BIA financial operations manual that allows BIAs to adhere to the Financial recommendations laid out by the Auditors General Office, which were adopted by the council on April 7th, 2021.

Holiday Season Pop-Up Event

- To close off 2022, we'll be hosting another Holiday Pop-Up on December 8th.
- We hope you can join us for complimentary Beaver Tails, Hot Drinks, Carollers and more.
- We will be sharing more details on our social media soon.

8. 2023 Vision

BIA Boundary Expansion Update

- In 2021 the LVBIA began an expansion process that would result in a significant addition to our commercial space and welcome these important Liberty Village Businesses and Properties into the LVBIA
- In 2022, due to chapter 19 municipal code revisions which affect the voting process, the LVBIA expansion was put on hold and internally we agreed upon leaving the expansion to the next board we hope to successfully complete this process
- Chapter 19 has now been amended and the new board will decide on proceeding further with the expansion and will restart the process

Streetscape

- Our streetscape work will continue to improve the sights and vibrancy of the neighbourhood. In 2023 we will be planning some incredible projects to add to our Liberty Village Legacy.

Give me Liberty 2023

- Give me Liberty was so successful that we will be bringing it back in 2023.
- Our goal is to expand our reach and attract even more local vendors, artists, and musicians, and promote the event not only in Liberty Village but also in the wider Toronto Area to showcase the village and the businesses

Community Engagement

- In 2023, we will continue to build upon our relationships and increase our engagement opportunities with our members. We'll host more networking events, and promote the area and our businesses through our social media, monthly e-newsletters, and BIA information sessions.
- The Liberty Village Board of Management has a number of standing committees committed to improving, beautifying and maintaining Liberty Village.
- If you are interested in getting involved? Please contact our BIA office at admin@libertyvillagebia.com

9. Proposed Program and Budget for 2023 (Presented by David Essig - Vice Chair LVBIA)

- It has been endorsed by the Board of Management and reflects the priorities for next year as set out by our standing committees
- The budget summary had been circulated by the City of Toronto to all property owners and by the BIA through all our platforms
- **As seen on the top of the budget summary, the total levy amount for 2023 is \$406,20. This captures the increase in levy rate of 2.9%**
- In addition to our levy, the LVBIA will be actively seeking grants for various projects and initiatives.
- **We are confident that we can secure some of the grants such as mural grant of \$5,000 and the City's Winter Activation grant of \$12,500, Cultural Festival funding of \$25,000, and Main**

Street Innovation fund of \$25,000

- In 2023, we will be bringing back our Annual Street Festival, Give Me Liberty, Live at Liberty music series, Holiday season pop-up event, and networking event
- Additionally, we will be actively seeking sponsors for our 2023 Event programming, and are hoping that we can secure at least \$50,000 in sponsorships.

MOTION: “To approve 2023 Budget as presented”

FIRST: Davis Essig BIA Vice Chair | IWGplc

SECONDER: Chris Fraser | Moveable Inc.

ANYONE OPPOSED: NO

10. Board Election (2023-2026 Term)

- Since the nominations were less than the current size of the board, as recommended by the City of Toronto we presented the nominations as one slate with one motion to nominate the entire slate and a seconder to appoint the entire slate

LVBIA Board of Management Nominees

Nominee Name	Company	Title	BIA- Tenant, Property Owner, Business Owner	Email Address
Sandy weir	Smooth Wax Bar	Owner	Business Property Tenant	sandyweir6@gmail.com
Gregory Bourolias	Burger Drops	Owner	Business Property Tenant	gregbourolias@gmail.com
Chris Fraser	Moveable Inc.	Chief Finder, Business Development	Business Property Tenant	chris@moveable.com
Ben Hahn	Coach House Law	Lawyer	Business Property Tenant	ben@coachouselaw.com
Chris Atkins	First Capital	Director, Development	Business Property Owner	chris.atkins@fcr.ca
Charles Arbez	Hullmark Developments LTD.	Director, Development	Business Property Owner	charles@hullmark.ca
Kendell Chase	York Heritage Properties	Property Manager	Business Property Owner	Kendell@yorkheritage.com
Praveen Vilvanathan	IWG PLC	Area Sales Manager	Business Property Tenant	Praveen.Vilvanathan@iwgplc.com
Chris Wilkins	The School Finder Group	Founder & CEO	Business Property Tenant	cwilkins@edgeip.com

MOTION: “Motion to appoint the entire slate”

FIRST: Jane Siklos BIA Director | York Heritage Properties

SECONDER: Connie De La Vega BIA Secretary | Property Owner

11. Discussion

- **Ned Sabev:** Thanked the current BIA board chair and members for the great job
- **Julie Kaye:** Thanked to all the current board members for their outstanding service, also thanked Connie for 16 years of service, and David Essig for the great Job
- **Connie De La Vega:** Thanked Julie Kaye for all her participation as the Chair of the BIA
- **John Kiru:** Thanked all the current Board members

12. Adjournment

MOTION: “To adjourn the 2022 AGM Meeting”

FIRST: Connie De La Vega BIA Secretary | Property Owner

SECONDER: Chris Fraser | Moveable Inc.