



**THE WATERFRONT BIA  
ANNUAL GENERAL MEETING MINUTES  
Thursday, November 29, 2018**

**1. MEETING CALL TO ORDER – Kevin Currie**

Kevin Currie, Chairman, Board of Management, opened the 14<sup>th</sup> Annual General Meeting (AGM) of the Waterfront Business Improvement Area, welcoming guests and reminding them that the meeting is being recorded.

**2. INTRODUCTION OF BOARD AND STAFF – Kevin Currie**

Kevin introduced the Board of Management, requesting they stand to be recognized. All were thanked, noting their contribution to the community. Waterfront BIA staff were introduced and thanked.

**Board of Management and Staff** – see AGM Presentation, slides 3 to 4.

**3. APPROVAL OF THE ANNUAL GENERAL MEETING MINUTES 2017 – Kevin Currie**

Members were asked for any comments or changes. None were declared.

**MOTION TO APPROVE the Minutes of the November 30, 2017 Annual General Meeting – as presented.**

**Motion to Approve: Shey Clark  
Seconded: Rosie Middleton  
MOTION APPROVED**

**4. AUDITOR'S REPORT 2017 – Kevin Currie**

The Auditor's report and financial statements has been reviewed by the Board of Management. It is a requirement by the City of Toronto to have audited financial statements, which are presented to City Council for final approval. Rafiq Dosani has done a superior job. There are no outstanding notations other than the regular business of doing an audit. Rafiq did not identify any challenges. Overall, the most significant thing is that the WBIA has grown its surplus year over year. That surplus accomplishes two things. One thing is that at some point in time the BIA will be doing a capital cost-share project with the City of Toronto. Capital cost-share projects are usually for sidewalks improvements and planters. The BIA hasn't had the opportunity to work with the City due to Waterfront Toronto's role in revitalizing the Waterfront, which has contributed to the accumulation of the surplus. As the BIA goes into next year's transition plan, it will be working on North-South connections and the beautification of the Waterfront. It has set aside an operating reserve for cash purposes. Members were asked if they had any questions. None were declared.

**MOTION TO RECEIVE the December 31, 2017 Auditor's Report and Financial Statements – as presented.**

**Motion to Approve: Philip Yan  
Seconded: Chris Hutchinson  
MOTION APPROVED**

## 5. APPOINTMENT OF AUDITOR FOR 2018 – Kevin Currie

Kevin Currie recommended appointing Rafiq Dosani as the WBIA Auditor for the 2018 period.

### **MOTION TO APPROVE Rafiq Dosani as Auditor for the year 2018.**

**Motion to Approve: Chris Hutchinson**

**Seconded: Shey Clark**

**MOTION APPROVED**

Kevin introduced Tim Kocur, The Waterfront BIA's Executive Director.

## 6. 2018 Summary – Tim Kocur

Tim thanked everyone for attending and introduced himself. He started in the role of Executive Director at the end of August. He will be providing a brief summary of the WBIA's success stories in 2018 and will be discussing elements of the 2019 Activity Plan. First, Tim will discuss signature events that the WBIA has started over the years and expanded.

**Ice Breakers** – see AGM Presentation, slides 9 to 11.

**Additional notes:** The Waterfront hosted Ice Breakers again this year in the winter. The event was managed by Winter Stations and the area had 5 installations along Queens Quay. The event was successful in getting people talking about and visiting the Waterfront during the coldest months. The WBIA tracked more than 1,400 posts on Instagram featuring Ice Breakers and the #TOWaterfront sign, which was out at roughly the same time as the 5 installations. Eighty-four media hits were also tracked for Ice Breakers, which included City News, The Globe and Mail, Toronto Star, blogTO, and the Space Channel.

**Redpath Waterfront Festival** – see AGM Presentation, slide 12.

**Additional notes:** The 2018 Redpath Waterfront Festival featured the HTO Pendulum Wave, presented by Menkes, the Royal Canadian Navy, a Kids Zone, the Waterfront Artisan Market and the Wine and Spirit Festival. Although it rained throughout the entire festival, more than 100,000 braved the weather and had a great time at the Waterfront.

**Waterfront Artisan Market** – see AGM presentation, slide 13.

**Additional notes:** The Waterfront Artisan Market ran again this past spring and summer for thirteen weekends in HTO Park. The market hosted up to fifty-five vendors and had as many as 25,000 attendees on its busiest weekend.

**Singing Ambassadors** – see AGM presentation, slide 14.

**Additional notes:** This past summer, the Singing Ambassadors program returned for its 7<sup>th</sup> year. The Ambassadors wore WBIA branded clothing and were available to answer questions and provided entertainment and directions to area visitors. They also kept the WBIA Instagram Stories feed busy by showcasing events, attractions, and dining opportunities in the area, which the BIA is looking to expand next year. The Ambassadors were also featured on CP24 and Global News.

**#Towaterfront Campaign** – see AGM presentation, slides 15 to 18.

**Additional notes:** The BIA's Marketing and Social Media support teams coordinated on a #TOWaterfront advertising campaign in the summer. They created a secondary logo, which essentially branded the neighbourhood beyond the WBIA logo. The campaign was featured in several places promoting the central waterfront as a destination. During the summer, the campaign ads ran for three weeks on CP24 and on digital screens in the downtown core. It was also featured in a number of outlets such as the Toronto Star and Epoch Times. The Waterfront was featured through this campaign in six segments on CP24 Breakfast with Bill Coulter. It was a great way to highlight the area as a destination and to promote many of the area's businesses and attractions. The campaign also included a contest through the [Toronto4Kids \[Link\]](#) website. The prizes consisted of a number of experiences and opportunities along the Waterfront. The contest was a runaway success with more than 8,000 entries.

**Savings Card Program** – see AGM presentation, slide 19.

**Additional notes:** This will be the last year for the WBIA Savings Card program. The BIA is thankful for the more than 60 businesses in the neighbourhood that have participated over the years. The program started in 2013 and over 100,000 Savings Card were distributed. The BIA will be expanding its ability to promote area businesses online next year and is looking forward to continuing to work with all the business partners from the Savings Card program as part of future initiatives.

**Social Media** – see AGM presentation, slides 20 to 21.

**Additional notes:** The WBIA has about 14,000 combined followers through Facebook, Instagram and Twitter, including nearly 2,000 new followers in the past year. On average, the BIA had more than 3,000 interactions per month such as retweets, likes, shares, and comments. A series of Facebook posts on summer activities did well. The most successful post was in August with more than 1,200 likes.

**Holiday Lights** – see AGM presentation, slide 22

**Additional notes:** The holiday lights have been installed at the Music Garden, Fire Hall, and Peter St. Basin.

**Clean Streets Team Program in Partnership with Progress Place** – see AGM presentation, slides 23 to 24.

**Additional notes:** The Clean Streets Team were out in the summer months cleaning up. The program is a partnership with Progress Place – a downtown clubhouse specializing in psychological rehabilitation. The WBIA assists with its transitional employment program. The team travelled along Queens Quay with Progress Place supervisors and they cleaned the area, including picking up litter and removing graffiti. The BIA won awards from the Ontario Business Improvement Area Association (OBIAA) and the International Downtown Association (IDA) for developing the program.

**Transitioning to new priorities in 2019** – see AGM presentation, slides 25 to 26.

**Additional notes:** The presentation goes into a review of the WBIA's upcoming Activity Plan for 2019. Tim thanked the Waterfront BIA's Board of Management for their assistance in developing elements of the plan. Within his first months, Tim was able to meet with all Board Members and key stakeholders to discuss priorities for the area's businesses including elements that were part of the 2017 Strategic Framework and emerging priorities since then. The BIA has developed a focused plan to both expand and streamline some of its key initiatives to support the business community and to develop some new capabilities in the coming year.

**Existing signature events and initiatives (Ice Breakers)** – see AGM presentation, slide 27.

**Additional notes:** Ice Breakers presented by PortsToronto will begin on Saturday, January 19, 2019.

**Existing signature events and initiatives (Redpath Waterfront Festival)** – see AGM presentation, slides 28 to 29.

**Additional notes:** The Redpath Waterfront Festival is returning with Tall Ships in 2019. As part of the Tall Ships challenge, the ships will be travelling across the Great Lakes in the summer and their first stop is Toronto. The famous Bluenose II from Halifax has been confirmed and the BIA is looking forward to seeing all the ships sailing in.

**Advocacy** – see AGM presentation, slide 30.

**Additional notes:** The Waterfront BIA will be tracking long-term planning and policy issue that impact the area. The Waterfront is growing quickly with what could be considered having the most exciting developments in the City. The WBIA's intention will be to get involved early and potentially build coalitions of allied groups toward key objectives.

**Advocacy (Hydro One)** – see AGM presentation, slide 31.

**Additional notes:** Hydro One was considering a cut and cover along Queens Quay in an upcoming infrastructure initiative. The WBIA was able to coordinate quickly with neighbouring BIAs and advocated together against the alignments being considered. The WBIA was informed about two weeks ago by Hydro One that they were no longer considering Queens Quay. The BIA will continue to monitor the initiative.

**Advocacy (Accelerating Waterfront East LRT)** – see AGM presentation, slide 31.

**Additional notes:** In the new year, City Council will be reconsidering its funding priorities for transit improvements, which includes the Waterfront Transit “Reset” and the LRT heading east from our area into the Port Lands. The WBIA will be receiving an economic impact study soon from Hatch an engineering company. The study will highlight the uplift in potential new jobs and housing opportunities. There's also a potential of additional tax revenue for the City if the acceleration of the LRT is completed by the mid-2020s instead of late-2030s as currently planned. The WBIA is ready to advocate in the new year for accelerated construction and is working on a coalition approach with other downtown and Waterfront stakeholders that are also looking into developing the LRT.

**Advocacy (Improving Underpass Connections)** – see AGM presentation, slide 32.

**Additional notes:** Probably the most prominent initiative in the 2017 Strategic Framework the Waterfront BIA produced was to improve the North-South connections underpasses, which are basically people's entry point into the Waterfront. At the moment, it's not the most pleasant experience to be walking south into the Waterfront. There is really no indication that you are walking into the Waterfront in most cases. To move the conversation forward, the WBIA has engaged Greenberg Consultants and PUBLIC WORK to prepare a report called Waterfront Re-Connect. It will be a high-level look at the opportunities to improve wayfinding for those looking south, to improve accessibility and create a safer, better lit environment for those looking to come down and enjoy the area. This is a first step toward a plan to improve the eight underpasses of the Gardiner connecting our area between Spadina and Yonge. The WBIA will ultimately be developing options for the area and potentially other stakeholders, to better connect the City to the Waterfront over the next two years.

**Communications and Activations (Daily Online Engagement)** – see AGM presentation, slide 34.

**Additional notes:** The WBIA's approach to communication in 2019 will be more day-to-day engagement both online and in-person. For daily posting, we have a new Social Media Specialist in place this month. The BIA is ramping up to a more flexible approach online where it'll be able to interact with businesses and visitors more frequently. The BIA is looking forward to showing the membership what it's capable of and the promotions coming soon for Ice Breakers could be a good start.

**Communications and Activations (Activations and Happenings)** – see AGM presentation, slides 35.

**Additional notes:** The WBIA is exploring new ways to activate the Waterfront next summer through our Ambassadors program. The program is currently under review to include activations such as large-sized chess boards, giveaways to kids completing an island maze, and chalk murals to be completed by people in the neighbourhood. The BIA is looking forward to trying other ideas as part of the Ambassadors program in 2019 so that there will be more fun activities on the Waterfront and Instagrammable opportunities. The goal with communication will be to find ways to keep people talking about the Waterfront both online and in-person and encourage people to come back again and again.

**Public Realm Options (On-street Improvements)** – see AGM presentation, slides 36

As mentioned earlier, the Clean Streets Team program will continue in 2019. However, the BIA will also be considering other options for the future. As the Waterfront evolves there is going to be an evolving role for the WBIA in terms of long-term stewardship and maintenance of the area. Certain standards might not be maintained to a certain level once they're handed over to the City. The BIA will be developing high-level objectives to define where it wants to be involved and where it doesn't want to be involved in contributing to public realm improvements and initiatives in the future, which entails choosing priorities as projects evolve in the next couple of years.

**Public Realm Asset Database** – see AGM presentation, slides 37

The WBIA will be developing a public realm asset database. A directory of all street poles, newspaper boxes, garbage bins and other street assets. This will help the BIA determine where the problem areas are and assist in working with stakeholders involved at the Waterfront to identify where it's best for the BIA to form partnerships with others, and where it may wish to take the lead on initiatives.

**Transition to New Priorities in 2019** – see AGM presentation, slide 38.

The WBIA is looking forward to working together with everyone in building and expanding elements of the Activity Plan next year.

**7. Approval of 2019 Budget** – Chris Hutchinson (see AGM presentation, slides 39 to 40).

The 2019 Budget has been circulated to all WBIA members as part of the copy of the AGM notice. Overall, the BIA's operating budget is increasing by approximately \$269,000, which is an increase of 21% over the 2018 Budget. With the special levy increasing \$57,000 or 4.8%. The additional spending will be comfortably funded through the BIA's existing surplus. The budget supports the 2019 activities as highlighted by Tim Kocur during his presentation. Which includes continuing with the BIA's largest signature events while transitioning into a new staffing capability as related to advocacy, online promotion, business activations, and public realm improvements. The Members were asked if they had any questions. None were declared.

**MOTION TO APPROVE the 2019 proposed budget – as presented.**

**Motion to Approve: Udo Schliemann**

**Seconded: Philip Yan**

**MOTION APPROVED**

**8. Nomination of 2019-2022 Board** – Henry Byers (see AGM presentation, slide 41).

Every four years BIAs elect a new Board that will carry through for a four-year term. The invitation that the WBIA distributed to its members to attend the AGM included a call-to-join the Board. There is no set size for the WBIA. Henry acknowledges Slide 41 which showed the names of the 12 candidates who submitted their forms to him. He opens the floor to anyone who wants to add their name to the list. The WBIA is not authorized to increase the size of its Board during the term at any other time other than at an AGM. In accordance with Municipal Code Chapter 19, there will be a quorum of 5, which is a good optimal size for the WBIA. Henry opens the floor once more to anybody who wants to add their name to the list. None declared interest.

**MOTION TO APPROVE 12 Nominated Board Members – as presented.**

**Motion to Approve: Shey Clark**

**Seconded: Rosie Middleton**

**MOTION APPROVED**

The existing Board will continue to operate the WBIA since the incoming Council have yet to meet. There is no further information on which committee the BIAs will fall under. The new Board Members may not be able to vote up to late January.

**9. Adjournment** – Kevin Currie

Kevin closed the meeting.