

Crossroads

of the Danforth



BOARD OF MANAGEMENT MEETING
MONDAY, MARCH 4, 2013 7:10 PM
BIA OFFICE – 3224 DANFORTH AVE.
(CORNER DANFORTH & WANSTEAD)

MINUTES

ATTENDEES

JOE MURILLO	CHAIR, CROSSROADS BOM
KIM MCDONALD	TREASURER, CROSSROADS BOM
DR. SAM CIRONE	BOARD MEMBER
BARBARA ZULIS	CROSSROADS BIA SUPPORT ASSISTANT

GUESTS

LIANE MURILLO	CROSSROADS FESTIVAL COORDINATOR
PAUL MURPHY	CROSSROADS BIA VOLUNTEER
AMANDA THEOBALD	CROSSROADS BIA VOLUNTEER

ABSENT WITH REGRETS

QUIEL CALABIA	SECRETARY, CROSSROADS BOM
GARY BINTSIS	BOARD MEMBER
MICHELLE BERARDINETTI	COUNCILLOR, CITY OF TORONTO WARD 35

1. CALL MEETING TO ORDER – MR. MURILLO

Mr. Murillo called the meeting to order at 7:10pm. He introduced Mrs. Theobald, our newest volunteer, whom he invited to attend the meeting and meet the Board members. She is a local resident and will assist us during the year at various BIA events. Mrs. Theobald thanked everyone for letting her sit in on the meeting and left at 7:30pm.

2. REVIEW & APPROVAL OF MARCH 11TH AGENDA /FEBRUARY 11TH MINUTES – ALL

Motion by Dr. Cirone to accept the March 11th agenda and February 11th BOM minutes as presented. Seconded by Ms. McDonald. All in favour. Motion passed.

3. DECLARATION OF CONFLICT OF INTEREST – ALL

No conflicts declared.

4. PRESENTATION BY GUEST SPEAKER – MR. MURPHY

Mr. Murillo introduced Mr. Murphy, who gave a brief summary of his background and desire to help the BIA. His background in publishing, sales, R&D, fundraising & marketing will be helpful with our summer festival, and help attract new businesses to our area throughout the year. General discussion ensued as to methods of

attracting businesses to empty storefronts and major corporate sponsorship of planned events. It was generally agreed to investigate using “pop-up” stores, having a list of available property in our business area, setting up links on our website to properties available with maps and other pertinent information, and participating in franchise shows to promote our area. Challenges to development were also discussed, including parking issues and problems in dealing with disinterested property owners.

5. TREASURER’S REPORT – MS. MCDONALD

Ms. McDonald distributed monthly reconciliation reports to the attendees. She noted that, as of our last reconciliation , we cleared just over \$4,500 while paying bills. There will be substantial bills in February, stemming in part from our planters Winter Cleanup program. Motion to accept the report made by Dr. Cirone; seconded by Mr. Murillo. All in favour. Motion passed.

6. NEW BUSINESS – ALL

Mr. Murillo reported that we are considering attendance at the OBIAA conference, April 14- 17, 2013. Discussion ensued as to whether the expense would be worthwhile. No final decision was reached. Mr. Murillo then presented his report on liability insurance for the BIA. Coverage costs depend on our size and how comprehensive our choice of coverage will be. It was generally agreed that insurance is necessary, but we should not pay for any unnecessary coverage. Mrs. Murillo suggested we get basic coverage, and consider upgrading if/when necessary. Ms. McDonald mentioned we have not received a bill from Chester Village for use of their facilities during our AGM. She suggested we send them a thank-you note with a check for \$150 in payment for the use of the auditorium and the coffee service they provided. Ms. Zulis reported on her research into new providers for our phone/internet services. Five companies were contacted; so far only two responded with information. Ms. McDonald will contact our current provider to see if we can get a better “bundle” rate than we’re getting now. Mrs. Murillo reviewed her attendance at the Festivals conference & seminar. She reported it was worthwhile, especially concerning sponsorship efforts. She added that we hope to participate in the unveiling of the mural on the Warden underpass sometime in June. She hopes to use the talents of our new volunteers (Mr. Murphy & Mrs. Theobald) to help with having successful events planned for the year.

7. OLD/UNFINISHED BUSINESS – ALL

No old/unfinished business.

8. NEXT BOM MEETING (TBD) – ALL

Motion by Dr. Cirone to schedule the next Board meeting for Monday, April 8th, 7pm at our office. Seconded by Ms. McDonald. All in favour. Motion passed.

9. CLOSING REMARKS & ADJOURNMENT –MR. MURILLO

No further discussion or closing remarks being forthcoming, Mr. Murillo adjourned the meeting at 8:52pm.

SIGNED _____ (BIA CHAIR) _____, 2013

SIGNED _____ (SECRETARY) _____, 2013