

Meeting: Via Italia BIA Board Meeting

Date: October 17, 2023; Location: BIA Office, 836 Erie St.; Time: 7:00 PM

Director Attendees: Filip Rocca, President; Pietro DiPonio, Vice-President; Franca Conciatori, Treasurer; Tony Conciatori, Director; Graham Marko, Director; Adriano Ciotoli, Director; Pete Vitti (call in) Director

Regrets: Mark McKenzie, Councillor; Mike Vonella Jr. Secretary; Teresa Silvestri, Past President

Minutes Submitted: Mike Vonella and Brandi Myles

Call to Order

Adoption of the Minutes:

- Moved by Filip, seconded by Pete D
- That the minutes of the meeting of the Via Italia BIA Board of Directors held September 19, 2023 BE ADOPTED as presented
- Carried.

Finance:

- Franca C to do an in-depth review and report back. Brandi to email findings.
- Final levy installment for the year is delayed due to miscommunication with bookkeeper and KPMG. Auditors and Nizam Bookkeeping are currently working through it.

Events & Marketing:

Networking Evening/Member Mixer:

- Thursday, November 2nd from 5 pm – 9 pm at Verna-q-lar/Aloe Lounge at 614 Erie Street. Light apps will be provided by BIA and cash bar. All property and business owners and staff from Via Italia are welcome. Brandi to email all members encouraging them to come out. Would like to do these evenings on a regular basis.

Billboards:

- Filip to follow up with information to be presented later.

Beautification:

Bocce Courts:

- Media exposure has been great since posting on social media about the future courts. The public is excited for them. No new updates. Anticipated spring opening.

Christmas Décor:

- Pete D has spoken to Lou at CLSS who has agreed to continue on. Pete will ask Lou for an estimate for installation and storage of the Christmas tree at the church, the trees at the four

corners of Parent/Eric and Howard/Eric, the carollers at the roundabout or garden, and the overhead lighted banner as was done last year. Discussion on cost savings from not installing the pole decorations (lighted stars and Christmas banners.)

- Still waiting to hear back from city regarding new Christmas light installation at roundabout. Brandi has messaged multiple times to the bialerks(a citywindsor email address the city has requested with little responses. Will continue until an answer is received.
- Adriano C suggested a Christmas tree lighting ceremony. Discussion ensues and it was suggested that the church could possibly hold an evening for that if they desired.

Safety:

GFCI's/Poles

- GFCI's have been fixed but there is still a problem with Enwin, especially on the east end trees
- Filip messaged Enwin again. The lights in the trees need to be fixed. Will continue to message them until they fix the lights.

Open Discussion/New Business:

Holiday Decorations for Member Businesses:

- Marketing committee would like to initiate a program for reimbursing member businesses a certain amount for decorating their public facing exteriors/windows for the holidays. Discussion regarding amounts and timelines. Filip brings forth a motion to reimburse the first 20 businesses that submit receipts for holiday decorations that help decorate the street for \$250. Motion passed unanimously. Brandi to email members with details.

CIBPA (Canadian Italian Business Professionals Association)

- Has been in contact. They are now renting out part of a building in Via Italia. They are looking to bring all the local Italian clubs and professionals together and would welcome collaboration with Via Italia. Discussion on what the membership benefits were if Via Italia were to join. Filip brings forth motion for the Via Italia BIA to join CIBPA for one year for \$700. Motion passed unanimously. Brandi to add CIBPA to CRM and website.

St. Angela Meeting:

- St. Angela has a meeting scheduled for Thursday, October 19 and it's strongly encouraged that BIA board members attend if possible to show their support and see what the BIA may be able to help with to help their plight

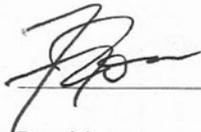
Other:

- It's noted that Robbie Loreto has become an increasing nuisance to the public and possible threat to people's safety. Police were called after an incident with a business owner and he retrieved a weapon to threaten them. He has been reported as panhandling outside of the church on Sundays, and reports of him placing nails under area staff's tires have been received.
- The condos are officially starting to be sold.

- Adriano C has had problems with noise complaints from his business. Graham has had issues trying to navigate the city by-laws concerning outdoor music.
- Adriano C states that mural fest was a success where the murals were installed at the 400 complex. Graham comments the complex received 11 of the 52 that went up. It's noted that the BIA would like to know more about the selection process for future mural festivals and how they could receive murals being spread out throughout the BIA instead of one specific area.

End of Meeting

Next board meeting is scheduled for Tuesday, November 21, 2023, at 836 Erie St, BIA Office, at 7:00 PM.



President

Oct. 24/23

Date



Secretary

10/27/23

Date