

Meeting: Via Italia BIA Board Meeting

Date: May 23, 2023 Location: BIA Office Time: 7:00 PM

Director Attendees: Filip Rocca, President; Pietro DiPonio, Vice-President; Franca Conciatori, Treasurer; Mike Vonella Jr., Secretary; Teresa Silvestri, Past President; Tony Conciatori, Director; Adriano Ciotoli, Director

Regrets: Mark McKenzie, Councillor; Graham Marko, Director; Pete Vitti, Director

Member Attendees: Leo Silvestri, Heritage Garden Representative

Minutes Submitted by Mike Vonella and Brandi Myles

Finance:

- Franca Conciatori, Treasurer, reported that there is currently \$86,000 in the bank.
- It was noted that the next installment of approximately \$50,000 is expected in August.
- The insurance payment is due in July. Brandi will inquire about new directors' coverage.
- Quotes from other sources will be discussed in the next meeting before renewing the insurance.

Events & Marketing:

TDVI:

- The TDVI event is scheduled for August 12th. It was mentioned that a hand cycling event would be added as the possible first event of the day.
- Kids races will take place at 3 pm. It was suggested to highlight the kids races in social media marketing.

St. Angela Festival:

- The St. Angela event will be held on August 12th and 13th. Food and entertainment will be available in front of the church.
- A live band is scheduled for Saturday, and a DJ will be present as well.
- The church inquired about the BIA paying for street closures, but it was clarified that the church will be responsible for their own closures this year.
- The church has been in contact with the city, and the BIA will offer the use of their barricades.
- Specific closure timings and areas were discussed, and Filip will message the city to ensure that the church is responsible for their own closures, including insurance.

Carrousel of Nations:

- The Carrousel event will take place within two blocks, from Elsmere to Louis, with the streets closed to vehicular traffic.
- BIA restaurants and merchants have confirmed their participation for the weekend.

- It was suggested to set up an Instagram "station" for promotion and a cultural table that will be supervised.
- A Fashion Show is planned for Friday, a Talent Show for Sunday, and live entertainment for Saturday.
- The possibility of What's Poppin' giving out free popcorn during the weekend will be explored.
- Balloon animals and face painting were discussed as potential entertainment options for kids.
- Several restaurants, including Mezzo, Spago, Nico, Naija FoodEats, Erie Street GastroPub, Caboto Club, Gina's Café, Gennaro's, and La Contessa, have confirmed their participation.
- Ciaciore and Fogolar's confirmation is still pending.
- There was a discussion about purchasing tents and sandbags to shelter restaurants' offerings, but it was agreed that vendors should supply their own where possible.
- Entertainment for Saturday was also discussed, and it was mentioned that an application was received from an Italian comedian requesting \$5000 for one hour. The board unanimously agreed that it was too expensive and more economic avenues would be explored.

Beautification/Safety:

Heritage Garden:

- The containers were filled and refilled with soil for the garden.
- Planting of perennials will be done when the weather improves.
- It was reported that someone stole the tap from the outside wall, but it has been replaced.
- The string lights from the hydro pole are not working, and an ongoing issue with the GFI was mentioned.
- Pete will inspect the lights and GFIs during the next visit.
- There was a discussion about covering the holes in some GFI poles to deter damage.
- Leo S will inform the volunteers about the planting schedule for their assistance.
- Leo S presented lawn signs promoting pollinator gardens, which will feature a QR code to encourage people to plant such gardens.
- A proposal was made to sponsor 100 lawn signs for \$800, with the Via Italia logo and small Heritage Garden text.
- The motion was made by Tony C and received unanimous approval, except for Teresa S who abstained due to a possible conflict of interest.
- Pete inquired about the butterfly festival poster, and Leo will send it to Brandi to get a 3' x 5' poster printed by Allegra, to be displayed in the BIA office window for advertising.

Flag Banners:

- Pete reported that he replaced the light pole banner flags.
- Six banners have been re-installed, and there are enough brackets to fix all poles for a uniform and cohesive appearance.

Planters:

- Teresa stated that planters will be installed before the end of the month, from Mercer to Lincoln.
- She will inquire about the number of planters to be added to ensure even distribution beforehand.
- Adriano C asked if planters will be installed at the 400 Erie address, mentioning the absence of tree lights and an alley sign. It was suggested that the planters could be made pollinators in line with the Heritage Garden.

Illegal Dumping in Alleys:

- Issues of illegal dumping were reported behind the church hall, where tents and a small bus have been set up.
- Filip will arrange a meeting with Enwin and the police to discuss installing the alley light that had been taken down from Parent to behind the church hall.
- Adriano C mentioned problems with transients and drug users and requested a safety meeting for the neighborhood.
- Brandi will message Constable Andie Suthers to attend the next board meeting.
- The issue of bins being taken and air conditioner pipes being cut for copper was also mentioned.

- Safety initiatives were briefly discussed, and Adriano C requested assistance in paving his alley.
- Teresa S mentioned that the streets are rough and are already on the city list for improvement.
- Filip suggested considering a 10-year plan for the street.

Open Discussion/New Business:

Bocce Court:

- The waiting period for city permits was discussed, and the final plans for sewage are underway.
- Contractors are ready to start, and it is expected to be completed within 6-8 weeks once started.

Social Media:

- The discussion of hiring a social media manager on a temporary trial basis and assessing the progression in regard to the ROI marketing at the end of the contract term.
- It was noted that no marketing has been undertaken so far this year.
- A motion was made by Tony C to negotiate with the owner of “Scenes From Dinner” on a four-month contract, consisting of three posts per week, including videos and static posts on at least two Via Italia social media platforms, for a total of \$3000.
- The motion was seconded by Filip and passed unanimously.

- Filip and Brandi to contact the owner of Scenes From Dinner to offer the terms and contract and initiate the marketing activities upon acceptance and signing of the temporary contract.
- Teresa S inquired about flag changes at the roundabout and service charges on invoicing.
- Franca mentioned that outdoor flags may be a better investment than the current ones, and Brandi will research pricing and requirements for changing flags.

Motion to adjourn:

- Pete made a motion to adjourn the meeting, which was passed unanimously.

Next meeting:

- The next board meeting is scheduled for Tuesday, June 20, 2023, at the BIA Office, at 7:00 PM.

End of meeting.


Secretary

5/24/2023
Date


President FILIP ROCCA Date MAY 24, 23