

**HUMBER BAY SHORES CONDOMINIUM ASSOCIATION
MINUTES OF THE FULL BOARD OF MEMBER REPRESENTATIVES**

Suite M227, 2240 Lake Shore Blvd. West, Toronto, Ontario
Wednesday, January 15, 2025 at 7:00 p.m.

Member Representatives Present - Executive Board

Jim Reekie	President	
(vacant)	Vice President	
Emily Doyle	Secretary	Lakeside Place
David Malone	Treasurer	Waterscapes (<i>via videoconference</i>)
Sharon Jazzar	Director-at-Large	Newport Beach (<i>via videoconference</i>)
(vacant)	Director-at-Large	

Member Representatives Present - General

Kevin Brown	Representative	Grand Harbour A & B
Mary Ciufo	Representative	Marina del Rey Phase III
Marilyn Dumaresq	Representative	Hearthstone by the Bay
Peter Leon	Representative	Palace Pier
Tony Longo	Representative	Nevis (<i>via videoconference</i>)
Clive Richards	Representative	Bal Harbour
Krystyne Rusek	Representative	Grand Harbour Townhomes
Boris Velikovski	Representative	Beyond the Sea Phase I
Kathryn Winter	Representative	Grand Harbour C

Regrets

Giuseppe Gaspari	Representative	Vita on the Lake
Jean-Christophe Lamy	Representative	Waterview Explorer
Bianca Liebner	Representative	Waterford
Jim Simone	Representative	Nautilus

Guests

Julia Bennett	Recording Secretary	INaMINUTE Ltd.
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The meeting was held in person.

1.0 CALL TO ORDER / QUORUM / CONFLICTS OF INTEREST

With quorum present, J. Reekie called the meeting of Member Representatives of the Humber Bay Shores Condominium Association (HBSCA) to order at 7:06 p.m. with the agenda as presented, presiding as Chair.

The Chair welcomed those gathered to the first meeting of the new fiscal year, noting that, as was customary, the Member Representatives would meet every two (2) months, and the Executive Board of elected Directors would be meeting once a month. The Chair extended a special welcome to new Member Representatives Kevin Brown of Grand Harbour, and Peter Leon of Palace Pier, temporarily replacing John Browne.

There were no conflicts of interest declared by Member Representatives.

2.0 REVIEW AND APPROVAL OF MINUTES

2.1 Minutes of the Board Meeting held on October 16, 2024

*On a **MOTION** by M. Dumaresq, **seconded** by E. Doyle, **it was resolved** to approve the minutes of the HBSCA Full Board meeting of Member Representatives held on October 16, 2024, in conjunction with the Annual General Meeting (AGM), as presented.*

The motion was carried.

It was noted that the AGM minutes of October 16, 2024 would be approved by attendees at the next AGM in Fall 2025.

3.0 TREASURER'S REPORT – FINANCIAL STATEMENTS

The Chair introduced D. Malone who had agreed to bring his expertise to the officer role of Treasurer on the Executive Board for fiscal 2025-26.

The Treasurer highlighted the following re the previous fiscal year 2023-24:

- Revenue was high at \$105,000 including \$20,000 in membership revenue.
- \$42,000 net overage, mostly due to a shortfall on the Waterfront Festival.
- There had always been shortfalls for the Festival. Last year, they were greater than expected (see item 13.0)

The Treasurer then looked ahead to 2024-25, noting the following:

- Projected surplus would be \$100,000 (with no revenue assumed from a Waterfront Festival source)
- A modest positive variance of \$9,000 was projected.
- Membership invoices were sent out – most have been paid.
- Short-term deposits have been earning interest on the current cash in hand of approximately \$40,000.
- The Farmers Market continues to be a big generator of funds
- There would be a modest shortfall, as usual, on Humber Happenings.
- Additional Members would make future financials even stronger.

4.0 GOLF TOURNAMENT

The Chair reported that the tournament was scheduled for September 11, 2025, and noted:

- It should be possible to entice at least one foursome from every Member building.
- Twenty (20) foursomes were required to break even.
- Participants were already signing up.
- Member Representatives were asked to speak to neighbours and friends.
- This was a lovely event with transportation provided so a beverage could be enjoyed.

5.0 FARMERS MARKET

Opening Day would be May 31, 2025, and the last day of the market would be October 11, 2025.

The Chair noted that:

- Vendor applications opened on January 13, 2025 and some have already been received.
- There would be at least 38 vendors this year, so revenues and participation were expected to be high.
- This would be helpful as City permit fees had increased.
- 51% of vendors or more were required to retain the farmers market category.
- Due to ongoing relationships with vendors the Market strove to avoid duplicate vendors (i.e. several bakeries).
- A dozen vendors had been with the Farmers Market since the beginning in 2012.

6.0 CHRISTMAS MARKET

E. Doyle noted that this new initiative had been relatively successful, with unexpected surplus of \$600, not bad given poor weather for the three (3) scheduled weekends. However, the permits were costly and without a credit available in the permit account, there would have been a shortfall.

E. Doyle summarized learnings for the Board. What was successful:

- Great idea to begin with, from Nitro Coffee, one (1) of our Farmer vendors.
- Good variety of vendors, good communication with them.
- Approximately 1,200 attendees.
- Farmers Market vendors were very helpful.
- Familiar location
- Bales of hay were a hit with the kids.
- An excellent DJ had played a variety of holiday music.

To improve for next time:

- Reduce event from three (3) weekends to two (2) weekends, November 15 and 22, 2025 suggested.
- Focus on social media advertising such as Instagram, place posters locally such as libraries.
- Design more vibrant red and green flyers, catchier wording
- Book earlier dates and consult long range forecasts, as the strong winds the first weekend broke tents.
 - The second weekend suffered from very cold temperatures but the third weekend had perfect weather.
- Schedule the dates immediately following the end of the Farmers Market so people are still in that spirit.
- Carollers could be brought in (instead of inviting them to do standalone performances on Marine Parade Drive areas which had not been successful in 2024).
- Seek a safe heated tent that could attract more vendors, such as the one with seasonal crafts who did not do outdoor-only events.
 - Quotes were being sought for a large tent with set up and take down fee
 - The HBSCA has liability insurance to cover such a tent.

- Put up seasonal lights etc. which are solar- or battery-powered.
- Create large posters that could be seen from the Lake Shore and a banner for the tent.
- Increase the cost of admission to vendors to perhaps \$250 inclusive for both weekends.
- Ensure there was a co-organizer to assist E. Doyle.

It was noted that:

- Deep penetration with signage would help, such as permanent signs that could be at intersections and reused every year, possibly sandwich boards,
- Many new young families were in the area and follow social media for events
- It was worth getting a young social media contractor to focus on event promotion
 - for instance, someone who had worked on a local political campaign
- Include vendors with more Christmas and holiday-themed items, gifts, baskets, hostess gifts, rather than familiar market vendors.

7.0 FACEBOOK GROUP

D. Malone reported that:

- The old HBSCA Directors Forum Facebook group had been disbanded. The new group was called Humber Bay Shores Condominium Association, so easy to find and will come up in Facebook searches.
- Directors of Member condos were to accept the invite and invite others from their condo boards.
- The idea was a private forum for condo directors to share knowledge locally, similar to the Ontario condo board directors' private Facebook group.
- D. Malone and M. Ciufo, administrators of the group, aimed to enhance HBSCA value.
- Those who joined the group would get notifications of new posts only when they logged on to Facebook.
- As the only people in the group would be condo board directors in the Humber area, posts would be substantive and of interest, and likely only a handful each week.
- It was suggested that Phase II of the project would be to connect with CCI and ACMO to reach out to non-Member Boards, as part of outreach to the many values of HBSCA membership.

ACTION: By January 20, 2025, M. Ciufo to circulate a polished info flyer to HBSCA Member Representatives and help them join.

ACTION: By January 29, 2025, Representatives to send D. Malone the email addresses of their board directors so that he can send an individual, confidential courtesy note to each to explain the Facebook group and invite them to join.

8.0 BOARD ACTION ITEMS

E. Doyle reported that there were only three (3) outstanding items from the last fiscal year.

9.0 FRIENDS OF THE HUMBER BAY PARK (FOHBP)

E. Doyle thanked M. Ciufo who attended the Friends of Humber Bay Park recent Annual General Meeting on Nov 20, 2024. Emily shared the 2024 clean up results:

- Four (4) bay shore cleanups were held, yielding 850 bags of garbage.
- 30,000 cigarette butts were collected, a shocking total.
- FOHBPs' practice is to give the butts to Terracycle, which recycles them into pallets.
 - Many are under the illusion that butts are inert. But one butt contaminates 1,000 liters of water, and filters contain 15,000 strands of harmful microplastics.
- HBSCA will aim to partner with the Friends more in future.
- The Friends are an outstanding organization who conduct nature walks, and partnerships with, Toronto Nature Stewards, Councillor Morley's office, Swim Drink Fish, and many other worthwhile groups.

It was noted that:

- Signs alerting people to the damage to wildlife caused by tossing cigarette butts would be helpful
 - Such signs were widely seen in Florida
 - The City typically resisted such signs, for instance about toxicity of dog waste or the danger of jet skis.
- Councillor Morley's office may be able to obtain permission for informative signs urging people to use community cigarette disposal bins
- Condos could put up their own signs.

ACTION: E. Doyle to ask the President of Friends of Humber Bay Park to write an article for Humber Happenings.

10.0 LIST OF HBSCA ACCOMPLISHMENTS 2023-24

Those gathered congratulated E. Doyle on her draft 2023-24 Accomplishment document, and felt that the impressive highlights could be even more strongly presented, possibly with visuals. All Member Representatives would have the final version to share with their board and residents.

ACTION: M. Dumaresq to suggest edits to the 2023-24 Accomplishment document to punch it up from a marketing standpoint, and develop a version suitable as an article in Humber Happenings.

11.0 THANKS TO THE MEMBERS

E. Doyle extended thanks to all the Member Representatives past and present who continue to contribute so much volunteer time. Each task takes a lot of work and many hours. From communications, to Market and Festival volunteers. B. Velikovski who had volunteered to visit area businesses to update the list, Bianca, Giuseppe, Marilyn who assisted on the Transit and Traffic Plan, Clive police liaison, Tony who conducted research on possibility of "Movies in the Park" and offered to assist in park related issues, Mary around noise by laws, Facebook etc., Kathy who manages volunteers etc., J. Simone who volunteers at many events, Dave who has taken

Treasurer role, Sharon whose expertise helps out in so many areas, proof reading and writing HH articles etc., and J. Reekie, who has been successfully leading us with his in-depth knowledge on so many topics – warm thanks to all.

12.0 PRIORITIES FOR THE UPCOMING YEAR

Those gathered considered priorities for the future, based on a list identified by the Executive Board the week of January 6, 2025, synthesized from review of past town halls, minutes and brainstorm meetings.

Priorities suggested and agreed upon:

- Enhance HBSCA's profile
- Grow membership
- Be more forthcoming with information
- Support community development
- Build community

Some of the tasks with these categories have already been completed:

- Orientation package for new Directors.
- Providing a listing of accomplishments
- Create priorities for the upcoming year
- Feedback was being sought and welcomed from the newest members.
- More fulsome reporting and feedback on financials had been started by the new Treasurer.
- Reporting on area development, member action items and on Executive Board meetings discussion.
- Outreach to Friends of Humber Bay, other community groups, and Councillor Morley's office.

In addition to outreach with the list of accomplishments, Guest Speakers, and raising the profile through social media, *it was the consensus of the Full Board* to pursue the following events as priorities:

- Movies by the Shore - outsiders are not likely to make a special trip for it, it could be a primarily local event.
- Arts in the Park program activation courtesy of the City (performances, plays, juggling etc.)
- Farmers Market
- Christmas Market
- Golf
- More low-key events with the prime audience of the area, not bringing in people from outside
- Plan B list:
 - Humber River Shakespearean group – would bring in a number of outsiders and parking was an increasing consideration.

13.0 WATERFRONT FESTIVAL

J. Reekie reported that the HBSCA group survey agreed to postponing the Festival for a year due to financial losses. Some Member Representatives expressed disappointment but it was suggested that a year off would benefit the HBSCA.

It was noted that:

- The budget was \$70,000, and the biggest contribution to that cost were the bands, and the staging rental / set up.
- Outside visitors came and therefore it was not a solely Humber community event.
- Previously developers had been big sponsors but no longer.
- Other groups like Taste of the Danforth had felt the funding pinch as well.
- The idea was that the BIA would take over the Festival once re-established as it would receive a budget and have access to City funds.

14.0 HUMBER HAPPENINGS

J. Reekie reported that:

- The deadline would be February 7, 2025 for the next issue of Humber Happenings.
- A new publisher was coming on board.
- A new liaison was sought to work with the publisher to relieve J. Reekie.
- The graphic layout artist would stay on.
- Some buildings with older residents love the magazine, other buildings love the electronic version.

ACTION: J. Reekie to resume the initiative of paying a Humber student to sell HH ads for commission, could possibly be found through the new publisher.

15.0 HUMBER BAY PARK UPDATES

J. Reekie provided park updates.

East:

- Should be complete and open around July.
- Residents would receive information.
- The berm and one pond were eliminated.
- A lookout has been created.
- 75 spots of parking only; 125 spots eliminated.
- Skating area.
- No word of bicycle racks yet.

West:

- Info would be going out to residents with a link.
- They will be working from Grand Harbour to First Street starting in 2025.
- Money is set aside for the West park, also to start soon, in stages, to get rid of all the concrete and replace it with limestone.
- 175 Parking spots would be lost but there would be lay-bys.
- Would be rethinking the boat launch area.

16.0 TRANSIT PLAN

J. Reekie was asked for updates on the area planning, and noted he would put updates in his President's Message.

- John Browne, no longer on the Palace Pier board, had worked hard on looking into the transit plan.
- Park Lawn would stay four lanes for the next 15 years.
- "A" Street would be two lanes, with lay-by parking for school and GO station.
- There was no parking planned for the GO station.
- The GO station would have shovels in 2025, completion projected by 2027.
- It was noted that the Sales Centre for Christie was going in (the area was not going to be EV chargers, despite rumours.)

ACTION: J. Reekie to bullet and lay out his Humber Happenings message page using a bold headline and bullets, to convey his important updates.

17.0 SUMMARY OF FULL BOARD MEETINGS

It was noted that M. Ciufu would continue sending out the meeting summary promptly to all Member Representatives. Members Representatives were asked to circulate it to all their boards.

18.0 FLEDGLING BUSINESS IMPROVEMENT ASSOCIATION (BIA)

M. Ciufu reported that she was helping to get the new Humber BIA off the ground.

- The area would have to be defined.
- A steering committee was the next step.
- With the BIA on the way, the HBSCA could focus on its core work.

19.0 NEXT MEETING

The next HBSCA meeting was scheduled for Wednesday, March 12, 2025 at 7:00 p.m.

20.0 CLOSE OF MEETING

*On a **MOTION** by K. Winter, **seconded** by K. Rusek, **it was resolved** to adjourn the HBSCA Full Board meeting of Member Representatives of January 15, 2025, at 8:45 p.m. as there was no further business to conduct.*

The motion was carried.

Director

Date

Director

Date