

The following were noted:

- Such a VIP card initiative could be linked to Humber Bay Happenings.
- During the COVID pandemic the list distributed by the HBSCA of local restaurants offering safe takeout was very well-received by Residents and helped the businesses.
- The planned future Business Improvement Association (BIA) could have a natural role in a VIP Package initiative.

ACTION: J. Reekie to raise the idea of a VIP Package with the BIA start-up group at a planned meeting to be held Wednesday, January 21, 2026, and report back to the Board.

J. Reekie called for volunteers for a VIP Package Committee, who would solicit business participation for a VIP card. T. Longo volunteered.

J. Reekie described the need for in-person outreach to the Boards of new buildings, making a brief (15 minutes maximum) presentation to Boards and answering questions. D. Malone reported the package for such presentations was ready to go.

K. Rusek noted that the Condominium Association of Ontario (CAO) Director lists Board members of all registered condominiums, if there was no response from the condominium manager at a new site.

The following volunteered to lead HBSCA presentations to potential member buildings:

- K. Rusek
- D. Malone
- C. D'urzo.

6.0 WATERFRONT FESTIVAL 2026

J. Reekie reported the following:

- The BIA start-up group, led by a marketing firm, had discussed Saturday, August 8, 2026, as the tentative Waterfront Festival date, which aligned with other years.
- K. Winter would volunteer to guide the effort with her considerable experience, along with one other volunteer. They would then run the tents on the day of the event.
- The number of artists and vendors would be increased from 40 to 60.
- The first organizing meeting for the Waterfront Festival would be held in early February 2026.
- The reviving of the Waterfront Festival was also building momentum to bring back the idea of a BIA.
- The marketing firm at the core of the BIA initiative was actively seeking corporate sponsorship to cover the costs and confident of success.
- The marketing firm had their own music field production people and were looking at 16 x 20 stages which was slightly smaller, more intimate, and economical.
- Sponsoring the festival was a great opportunity for visibility for businesses and developers.
- The HBSCA was not contributing monies to the Festival in 2026, but would ideally bring in donors.

- The BIA committee may not get corporate sponsorship, however, and was unable to access City of Toronto funding for 2026.
- If the BIA group pulled out, the Waterfront Festival would not happen in 2026 and would be deferred again.

ACTION: All Directors to send J. Reekie any specific corporate contacts they can, for possible Waterfront Festival sponsorship,

K. Winter reported that she planned to circulate the notice for volunteers through each member building because in 2024 this had yielded the most volunteers to date. G. Gaspari's building had been a source of many volunteers and a number had contacted her the following year, wishing to volunteer again, which had never happened before.

J. Reekie also reported that to save money likely the street would be closed on the Friday of the Festival, potentially saving about \$5,000 - \$6,000 in late night and early morning set up costs. The retailers would benefit from the foot traffic. It was estimated that the cost of lost vehicle customers would be outweighed by the community building and foot traffic.

The Board discussed the risk of lost business and the risk of taking a decision among the BIA start-up group only, without input from businesses. It was, however, noted that many festivals and charitable sports events close major roads, and that the best decision would be taken by the BIA and the volunteer group in consultation with local businesses.

The question of moving the Waterfront Festival date earlier in the summer in order for visitors to use paid parking available to the Cirque du Soleil was discussed. This had not been possible in the past. However, many who attended the Festival came on foot.

With the help of Kathy, Emily, Jim and others lending knowledge and experience, and new volunteers coming in with strong marketing and production experience, the Waterfront Festival would be an exciting, positive collaboration.

ACTION: J. Reekie to discuss the idea of moving the Waterfront Festival date with the BIA start-up group at the upcoming January 21, 2026 meeting.

7.0 MEMBER ROUNDTABLE

7.1 Information on Flooding and Leaks

K. Winter noted that her building had created a comprehensive informational brochure for condominium Owners on leaks and flooding in condos.

ACTION: K. Winter to share her Board's flood brochure with Directors.

7.2 Communications Practices with Residents

K. Winter sought input as to how condominium Boards communicated to Residents. Her Board, for example, produced a monthly newsletter. A discussion followed.

7.3 Communications Software in Condominiums

K. Brown sought permission to send out a survey to Directors about their building's experiences with communications software (Condo Control, Concierge Plus, Building Link, etc.) Discussion followed.

8.0 HUMBER HAPPENINGS

J. Reekied reported that:

- Humber Happenings' tentative publication date would be April 13, 2026.
- The HBSCA would have four (4) content pages allotted to it in every issue, now that the BIA was taking over publication.
- Promoting the Farmers Market would be a priority, for example.
- There was a lot of notable history in the area, for instance legendary rower Ned Hanlan, and the two Scots brothers who had started the cookie company at the turn of the century, which became Christie Cookies.

M. Ciufu noted that it was important for J. Reekie to keep writing his column on local updates.

S. Jazzar noted that the upcoming feature story in Humber Happenings would be about the Honourable Jean Augustine, whose remarkable story ranged from teaching to politics and public service. Ms. Augustine was a gracious and modest leader and a Member of the Order of Canada, for whom Jean Augustine Park was named.

9.0 CITY UPDATES

J. Reekie noted that:

- There were no planning updates from the City of Toronto at this time.
- City Councillors were holding budget meetings and there was an election coming up.
- Money had been set aside long ago for work on Legion Road but priorities changed from time to time, reflected in City budgets.

10.0 ACTION ITEMS

Deferred to the meeting of March 16, 2026.

11.0 NEXT MEETING

The next scheduled Full Board meeting of the HBSCA was scheduled for Monday, March 16, 2026, at 7:00 p.m. and would likely be an in-person meeting with a virtual link.

12.0 CLOSE OF MEETING

On a **MOTION** by D. Malone, **seconded** by C. D'urzo, **it was resolved** to close the HBSCA meeting of the Full Board of Member Representatives of January 19, 2026 at 8:39 p.m. as there was no further business to discuss.

The motion was carried.

Director

Date

Director

Date