



The YEBIA News!

June 2018

An opportunity to join the BIA Board

Have you ever considered getting involved in decision making for the BIA?

- Are you passionate about how the neighbourhood is developing?
- Do you have a vision for the future of Eglinton?
- Are you a fan of collaborative problem-solving?

The BIA Board needs you -

This year is an election year for City Council who who are responsible for appointing Agencies and Boards. The York Eglinton BIA will also hold elections this coming fall. We have a number of vacancies opening up on the Board for the York Eglinton BIA and we invite members to consider participating. **(Cont'd on back page.)**

Parking Issues

We have asked Metrolinx on several occasions to find alternative parking for their contractors and sub-contractors. It is bad enough we have lost parking. But it is worse when contractors occupy the limited parking we do have. The BIA has created a *fake parking tickets*. They inform contractors that the parking is primarily for customers to the area. Please contact the BIA if you would like a batch of fake tickets to distribute in front of your business area.



FREE Parking along Eglinton

If your response is "What parking?", we hear you. The gist is that (if you can find parking) the Mayor has offered Eglinton patrons a reimbursement of parking up to \$6 per visit. Follow the detailed instructions below to access the parking. If it is too complicated to explain to your customers (It is tricky to get it the first time), you can do it for them! Be careful though – you MUST follow the instruction or the car WILL get ticketed.

1. Download the **Green P** app and set up your account. It is free.
2. Select your parking meter and pay for you parking session. (Yes, this sounds backwards.)
3. Go to **Session Options** and go to **Discounts**. Enter: **Crosstown** as the validation code and **Continue**. Your payment will be reimbursed.

CTS Window Cleaning

Crosslinx Transit Solutions has hired the social enterprise Building Up, to provide a window cleaning service to businesses throughout the summer.

Building Up have completed their initial outreach to businesses interested in receiving this service.

The BIA recognizes that the programme has many challenges. However, if you have not connected with Building Up and you would like assistance call the BIA.

Meetings and Events

BIA Board Meetings

July 10, Aug 14, Sept 11, 2018*
7:00pm—9:00pm
605 Oakwood Avenue
*Call the office to confirm

CPLC

Mon. June 11, 2018
6:30pm—8:30pm
Location *tbc*

Maria Shchuka Library

Wordpress Web Design *FREE*
Get your business website started
Sat. June 16, 2018
2:00-3:30 PM

WOVEN, Arts Starts

June 16, 2018
1:00pm—4:00pm
Walter Saunders Memorial Park

York Eglinton BIA Sidewalk Sale

Details *tbc*. See note below.

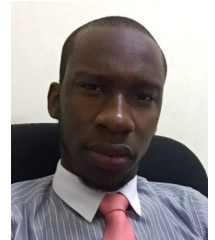
Contact us!

- ✉ info@yorkbia.com
- ☎ 416-789-1835
- 🐦 @YorkEglintonBIA
- 📘 York-Eglinton International Market

This newsletter is intended for members of the York-Eglinton BIA.

Meet Dominic

Dominic Cobran will be spending some time with the York Eglinton BIA over the next few months.



He has some great experience in the field working with local economic districts and finding creative solutions to challenges. Over the next few weeks Dominic and Aadila will be updating your contact info for e-newsletters and BIA business listings.

Save the date:
June 23rd-24th.
The BIA is applying for a sidewalk sale permit.
Check the website or call the office one week prior for confirmation and details.

Adopt a Planter with your Business Name



Rain. Sun. Flowers.

BIAs. Street Planters.

They all go together.

We are once again inviting businesses to Adopt-A-Planter.

In exchange for business signage on the planter, you will be required to do the following:

- Provide extra water on super hot days as
- Help maintain the appearance of the planter as it will be a reflection of your business
- Inform the BIA office if there are any issues

To sign up contact the BIA office.

All forms are due June 5th.

Gallery City 2018

Gallery City is back for 2018.

It will run June 30 – Sept 3, 2018 and cover 3 long weekends!

We have an amazing 17 locations within the York Eglinton BIA.

Crosslinx Transit Solution has put together a fantastic marketing package that includes radio ads, TTC ads, newspaper and PR as

well as business profiles that invite foot traffic for the Eglinton Art Crawls all summer long.



How to maximize the opportunity

1. Are you one of the businesses hosting art in your shop? Follow the social media hashtag #GalleryCity2018, tag yourself in everything, share with everyone and #eglingtonwest to get the York Eglinton BIA's attention for reposting. Get pics of people completing the ballots in the store or in front of your business signage, for extra mileage.
2. If you are not a participating business, who cares! Troll the social media, big up your neighbours and milk the social media for its worth. Foot traffic to your neighbour's door means more foot traffic passing by your door too.
3. Jump on the art bandwagon and update your window display with a creative seasonal visual that will

Digital Mainstreet

Consider the last time you bought a pair of sneakers, a car, or movie tickets. How many photos did you look at on-line before making a final decision on what you wanted? How many reviews did you read? How many times did you ask for directions?

As a small independent businesses it is important that you can be found on-line.

Digital Mainstreet is rolling out a support programme for Eglinton Businesses. Look out for Bash, our DM rep. He will be doing business outreach during May and early June in search of businesses that want to develop their on-line presence. If you would like to book an appointment with him call the BIA office

For more information on how the programme visit digitalmainstreet.ca/news or the **Membership Section** of our website.

Board Members Needed (continued)

The commitment

An average of 10 meetings per annum. As a volunteer, we respect and appreciate your time commitment.

The mandate

To enhance the economic vibrancy of the neighbourhood.

The impact

Shape the public space experience.

Our greatest impact can be made when there is a shared vision and a commitment to work together.

What we are

A Board of the City of Toronto governed by its members. Our ability to respond to member needs is best met through a representative board that includes a mix of property owners, business tenants, business types and geographic spread.

More info

www.toronto.ca,

yorkbia.com under Membership, or call the BIA office.



There is a Caribbean Tales Film Festival community screening coming to our neighbourhood this summer. Let us know if this is a project you would like to work on.