

June 29 BIA Call Notes

Councillor Bradford

John Kiru

Keith Baguley, AMEX Shop Local Campaign

TRBOT Representatives

Councillor Bradford Update:

The Councillor reported on the following items:

- Province moves into phase two of reopening (June 30)
- Over 26,000 vaccinated at Scotiabank Theatre on Monday. 40% of Torontonians fully vaccinated.
- Federal budget. Bill passed its third reading. Safe to say support will remain in place until September as previously discussed.

Queen Street West BIA: Advanced notifications of what restrictions are in place for stage three? Pertinent for our membership to be given that information ahead of time.

Councillor Bradford: There are some guidelines currently on the provincial website. Please share any questions my office can specifically follow up on.

AMEX Shop Local Campaign:

Amex launched their annual shop small campaign on Monday.

Second year in a row supporting small businesses through their shop small program. This is a national campaign with a focus on Toronto and Ontario. Campaign will reward Amex card holders when they shop small.

Toronto Region Board of Trade:

Toronto Region Board of Trade's Lindsay Brodhead, SVP, Communications and Public Affairs and Matthew Kofsky, Director, Stakeholder Relations joined the call to speak to BIAs in attendance.

Board of trade will be announcing their new We're Ready Toronto Campaign next week. Campaign will roll through the summer months and into the fall.

TRBOT continues to work on how they can further help support businesses with their reopening while sustaining health and safety measures. A toolkit/package of materials for BIA member businesses will be launched later into August.

Matthew Kofsky spoke further to TRBOT's rapid COVID-19 testing kits initiative available to any interest businesses. Visit www.bot.com/rapidscreening for more details.

BIA Office Update:

Marianne provided a brief update on the youth job placement program. A Q&A session was held last week. Copies are available to those interested.

The city has developed new training for BIA boards. An updated version to what is currently on the BIA Office website. Training has always been based on an honour system up to now. More details to come.

New Business:

TABIA calls will be bi-weekly moving forward. Next call scheduled for Tuesday, July 13

Discussion about CafeTO closures and parked vehicles.