



## **Preston Street BIA BOARD MEETING NOTES**

**Tuesday, January 14, 2025, 10:00 am to 11:00 am  
Zoom**

**Attendees:** Lauryn Santini, Shauna Bradley, Joey Frangione, Sabrina Mtanos, Lindsay Childerhose, Katy Morassutti

**Absentees:** Steve Moffatt, Marcus Filoso, Houry Avedissian, Claudio Lepore, Tony Zacconi, Jason Anbara, Daniele Cambareri

### **2. Chairperson's Report:**

#### **2.1 New Board Member Update**

Last month, the Board approved Sarah MacLaren as a non-voting Board member. She is reviewing the documents and will be joining the Board next month.

#### **2.2 Boundary Expansion Update**

Lindsay submitted an application to the City for funding the boundary expansion. The process will take two years and will include a feasibility study and notification members in the current boundary, and the proposed boundary extension.

### **2.3 Committee Updates**

#### **2.3.1 Second Archway**

Lindsay shares an update from the Second Archway Committee. The committee is planning to go into public consultation in the spring.

#### **2.3.2 Taste of Little Italy**

The Committee held its first meeting last week. Feedback from last year's event was discussed, as well as possible dates for 2025. The next meeting will be held at the end of January.

#### **2.3.3 Italian Festival**

The first meeting will be held on January 23<sup>rd</sup> and the dates will be announced to the public post-meeting.

### **2.4 Preston Street Pub Crawl**

Lindsay shares an update on the BIA's partnership with Tuesday Club.

### **2.5 Underpass Mural Submissions**

The BIA received seven underpass mural submissions. The Board discusses the submissions; a voting and feedback form will be sent via email.



### **3. Marketing Update:**

#### **3.1 Social Media and Website Report**

Katy reports on the success of the Holiday Gift Grab campaign.

#### **3.2 January Social Media Calendar**

Katy shares the January social media calendar with the Board.

#### **Action Items:**

- Send the Board the partnership agreement with TC613