



# SCENE ON QUEEN

Winter 2007 | Vol. 3 No. 3

Your BIA. Your Business.

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## HIGHLIGHTS FROM THE ANNUAL GENERAL MEETING

A lively group of 40 members and interested individuals attended the BIA's fourth annual meeting. Acting Chair Barb DeAngelis welcomed everyone to the meeting and commented on the great value of her monthly \$35 levy. She also recognized the valuable contribution of our previous Chair, Neil McDonald who has gone on to pursue other career opportunities.

greenTBiz, the energy conservation arm of the Toronto Association of BIAs (TABIA), answered questions on making businesses greener and gave out gifts to attendees.

(cont'd on p. 3)



Celebrate the Beach brought lots of people to Queen Street including the crowds in front of the library who were enchanted by the Muskoka naturalist and his pal, Dr. Hoo, the great horned owl. Charles Cameron, BIA Board Chair, Dianne Montgomery and Rick Gabriele, Vice Chair, staff the BIA Info booth during the event.

## SEASONS GREETINGS FROM YOUR NEW BOARD CHAIR – CHARLES CAMERON

It gives me great pleasure to say hello to all of you. I was fortunate to meet some of you at our recent AGM and hope to introduce myself to all of our members in the weeks and months to come. But please don't wait for my visit to talk. If there's something on your mind, just send me an email at [chair@beachbia.com](mailto:chair@beachbia.com)

We have just distributed our second newsletter to 25,000 Beach residents. It's called *B Seen on Queen*. We had such tremendous feedback from the first issue and now realize it's one of the best ways to get the community familiar with the vast and unique array of businesses on Queen Street.

We are encouraging the residents to buy local and we are encouraging you to show them why this pays in so many ways. As we noted in our most recent residents' newsletter: *"Nice neighbourhoods deserve great shopping districts. To make this happen, they need to support each other."*

I am optimistic that the coming year will be a good one for the BIA and I'm excited to be working with a skilled group of directors and other volunteers on your behalf. Let's all make this season a special one, for one another, in every way we can.



Please share this newsletter with your staff

# WHO'S NEW ON QUEEN STREET EAST

**Green Basil Thai** at 2120 Queen St. E. Pan-Asian cuisine featuring Thai and Malaysian dishes. Dine in fine style or choose delivery or take-out. 416-698-2120.

**Intelligent Creatures** at 2216 Queen St. E. Stunning new Beach home for creative people working on visual effects for film. 416-691-0100.

**Kings on Queen** at 2220 A Queen St. E. A full-service men's and women's hair salon with stylists who are well-known in the Beach. 416-913-6576.



**Mars Beach Diner** (owners pictured above) at 1987 Queen St. E. An upscale diner open 7 a.m. – 10 pm. daily offering comfort food and healthy eating with food lovingly prepared from scratch. 416-690-6906.

**Paramedical Skin Health** at 2120 Queen St. E., Suite 201. Look your best. From fillers and botox to laser hair removal and micro-dermabrasion. 416-916-7395.

**Smartalik** at 1891 Queen St. E. Wide variety of children's furniture, toys, gear and decor, selected for their function and adored for their design. 647-345-7628.

**Sylloggy** at 1918A Queen St. E. A large selection of ready-made frames, custom framing and decorative mirrors. 416-916-4437.

**Up with fashion, down with prices** at 1852 Queen St. E. Importing Europe's latest and finest styles in swimwear and women's fashion. 905-738-7956.

If we've missed your new business, please let us know. To find out more, check out Find a Business, at [www.BeachBIA.com](http://www.BeachBIA.com)

## OPENING SOON:

**Easy Access Laundry Services** at 2182 Queen St. E. Pick up and delivery of laundry.

**Jane Hall Design** at 2156 Queen St. E. The "voice of colour"

**Kimberley Jackson** at 1854 Queen St. E. Custom-made furniture.

**Tails** at 1953 Queen St. E. A pet store providing food, supplies and accessories and selling small animals, fish, reptiles and birds.

**The Tea Emporium** at 1920 Queen St. E. offering over 100 loose-leaf teas and accessories.

**Vernissage Jewellery** at 2221 Queen St. E. A new tradition in custom jewellery.

**Yoshi's Sweets** at 2359 Queen St. E. for excellent desserts and treats.

# HOLIDAY HAPPENINGS

To entice shoppers to Queen Street during this holiday season, we're bringing back some favourites, like Santa, from last year. The local newspapers have been helping us promote these activities. Keep in mind that Santa and the choirs may suddenly appear on your doorstep, or even come inside for a breath of warm air!

## HOLIDAY BEAT ON THE STREET

**Sat. Dec. 8 from noon – 2 p.m.**  
**Rosedale School of the Arts Choral Group**  
Starting at Queen and Woodbine, and heading east

**Sat. Dec. 15 from noon – 2 p.m.**  
**Malvern Girls Choir**  
Starting at Beech Avenue and heading west

**Sat. Dec. 15 from 2-4 p.m.**  
**Malvern Brass Ensemble**  
Starting at Lockwood and heading east



## HOLIDAY LIGHT EXCHANGE

The BIA will have a light exchange On Dec. 1 from 4-6 p.m. by the Library. Everyone is encouraged to bring two old light sets in exchange for a new LED set. This event is sponsored by the Toronto Association of BIAs (TABIA) in partnership with our BIA and Toronto Hydro.

# SANTA RETURNS!

**Sat., Dec. 1**, Santa's first Queen St. E. appearance is at the new Candy Cane Christmas, which is the Lions Christmas Tree Lighting in Kew Gardens.

Lions festivities start at 5 p.m. with a taped show, leading into the live show with the popular Mae Cromwell Band. Carol singing starts at 5:45 p.m., a book reading at 6 p.m. and finally the arrival of Mr. and Mrs. Claus at 6:30 p.m. Tree lighting occurs at 6:45 p.m. Our favourite MC, Glenn Cochrane, will be there to extend a warm welcome.

**Dec. 8**, the Beach BIA brings a **Roaming Santa** between noon and 4 p.m., heading west from Neville Park.

**Dec. 15**, the Beach BIA **Roaming Santa returns** between noon and 4 p.m., heading east from Lockwood (three blocks west of Woodbine).

**On Dec. 8 and 15**, Santa will give out candy canes and Lick's coupons for the kids and his assistant will take photos that parents can download from the Beach BIA website – [www.BeachBIA.com](http://www.BeachBIA.com)

Choirs and Santas will keep warm thanks to the generosity of Starbucks and their warm beverages.

For the most up-to-date information, refer to the Beach BIA website at [www.BeachBIA.com](http://www.BeachBIA.com) - Events listings for December. Or call the Beach BIA office at 416 693-2242.

## Marketing – Barb DeAngelis

- The BIA website has done well and will be expanding, offering more reasons to visit it.
- The BIA advertised with Gray Line Tours, got maximum editorial exposure and visibility from 100,000 brochures and a tour bus that visited four times a day in summer.
- We printed and distributed 50,000 copies of the Beach brochure which was well-received and widely requested.
- We will continue with the “buy local” message in local newspapers, residents’ association newsletters and elsewhere.
- We will build upon the success of the second annual “Celebrate the Beach” festival and continue with other sidewalk sales like “Summer is Beachy” and a winter event.
- Walking tours during “Doors Open” and “Jane’s Walk” were well attended and continue to be a good way to get people to the Beach.
- The Christmas campaign brought Roaming Santa, high school choirs for Holiday Beat on the Street and a tie-in with the Lions for the Christmas in the Park. This year we will also have an LED light exchange in Kew Gardens.

## Communications – Diane Montgomery

- BIA members tell us they like *Scene on Queen*, in particular the News to Use.
- The first issue of the newsletter to residents, *B Seen on Queen*, was well received and offered practical information along with inducements to shop on Queen.
- We sent many update letters and urgent email alerts to businesses, and our website continues to be a source of information.
- We have an ongoing free editorial column in every sixth issue of the *Beach Metro News* to update the community about our work.
- We have begun personal block captain canvassing in which our captains get to know the business people and find out their needs while informing them about BIA initiatives.

## Business & Community Liaison – Deborah Etsten

- We will continue to partner on community projects.
- We participated in the 20-Minute Clean Up, the Yard Sale for the Cure, Police Week, opposition to the Big Box stores and the graffiti eradication project.
- We will continue to work closely with the Beaches International Jazz Festival to represent the best interests of our businesses.
- We have become a trusted resource and information source via phone, email and website.
- We sit on the Community Police Liaison Committee, and meet with Residents and Neighbourhood Associations, Lions, Rotary, Community Centre 55 and TABIA (the Toronto Association of BIAs), where we also sit as an active Board member).
- Yearly membership in Tourism Toronto affords us greater visibility.
- We send out frequent news releases about our projects, pitch story ideas and send public service announcements about upcoming events and also respond to a lot of media calls.



Graffiti is removed during the 20-minute clean-up

## Urban Design – Barb DeAngelis

- Our new streetscape plan will enhance the visitor experience along Queen Street.
- We worked with our streetscape designer, our Board and the community to come up with a vision and a consistent aesthetic identity with recommendations to be implemented over a multi-year period.
- The mural on the IGA wall is the first recommendation.
- We’ve added 13 planters, for a total of 95 summer arrangements in planters or concrete containers with maintenance and watering during the season.
- This year we will have winter arrangements in concrete planter boxes.
- We plan to add more murals.
- We will be sourcing LED lighting with trademark blue lights which will be paid for by individual businesses with the best prices and suppliers we can find.
- In partnership with Shell, we will have a new gateway marker at the station which will coincide with Shell’s renovations.
- We are working with local high schools and Bell Canada to bring about decorated utility boxes this spring as part of graffiti deterrence.
- In 2008, we hope to introduce 10 new custom-designed planters that will incorporate seating around trees. Greening with new trees is a high priority for us.
- Custom-coloured pavers at the base of trees is another idea we are working on.
- Future plans include beautifying park frontages, street signs, street names on the sidewalks, banners and more.



New winter flower arrangements in the concrete planter boxes are already on the street

## Treasurer’s Report and 2008 Budget – Bob Gore

- The single largest initiative in 2007 was the strategic plan to determine our streetscaping.
- Compared with other BIAs, we have a small budget.
- We need the membership’s guidance when we consider larger capital expenses.
- Large, capital cost items will be cost-shared by the City; they only match these funds for BIAs.
- We are certain that the Hydro and TTC poles will be around for a long time so we shouldn’t obsess about eliminating them.
- Our actual expenses are only going up by about \$6,000 for next year.
- The proposed levy increases should average about \$3.50 per month for the average business, and the increase would be about 10 per cent. The levy will be \$165,150.
- Given that our levy is one of the lowest, this isn’t unreasonable. Bloor St. West and Greektown have levies of around \$400,000.

## NEWS TO USE

**Going greener** greenTBiz, the energy conservation arm of TABIA came to our AGM and gave members lots of great ideas. If you'd like them to give you a free consultation to assist with any of your energy or environmental concerns like lighting, heating, cooling or solar energy, give them a call at 416-697-9000 or email at [chantal@greenTbiz.org](mailto:chantal@greenTbiz.org)

**Time to get noticed** Online mapping services such as Google, Yahoo or MSN Maps are becoming necessities as we see what's close to home and plot our routes before setting out. You can add your business to Google maps, at no charge. This will help potential customers know where you are. Of course, you can also pay to advertise to ensure your name comes out near the top of the list. Find out more at: <http://maps.google.ca> and look for Add or Edit Your Business feature.

**Increasing your profile** Your profile on the BIA website has a space for you to list your hours. Wouldn't it be convenient for your potential customers to know when you open or close without them having to look up your number and call you? Find out your user name and password if you don't know it and update your profile today. Call the BIA office at 416-693-2242.

**AutoShare** All members of BIA get special rates from TABIA (Toronto Association of BIAs our umbrella organization) on many things. They have a special option for joining AutoShare for only \$50. And the cost to drive an AutoShare car on a weekday is just \$7.50/hr including gas and insurance and 150 km per trip or day. Just mention "TABIA Discount" when you call. You can find out more about AutoShare by going on their website at [www.AutoShare.com](http://www.AutoShare.com) or calling their office at 416-340-7888, x 29. You can also find out about organization rates if you have three or more drivers.

## BLUE CHRISTMAS

*"Friends and neighbours have for a long time felt that to have the small white twinkle lights from Woodbine to Neville Park would add such a wonderful atmosphere, just like the beautiful planters that we enjoy all summer. Over the holidays we are attracted to visit the small towns around us to Christmas shop, why ?? we like the decorations and the lighting..." Beach resident*

If you'd like to get into the Beach blue spirit for the holidays, why not consider a strand of blue or multi-colour LED lights on sale in any place that sells Christmas lights? You can find something at least 20 feet long for less than \$20 and it will give some continuity to the decorations along the street. Hopefully next year, we can order permanent LED rope lighting for the tops of buildings. Our residents appreciate a beautiful Beach, especially at Christmas and have been pleading for stores to get rid of lingering graffiti.



Errol Stussi, son of artist Rudolf Stussi, works on the last panel of the wall on a balmy November day

## BE PART OF THE EXCITING NEW MURAL

Mural unveiling will be: Dec. 1 at 3 p.m.!

You still have a chance to be part of the stunning new mural on the IGA wall at Queen and Lee. About a dozen \$500 donors and many more \$100 donors have already indicated their interest.

- As a \$500 donor, your business name gets written on the plaque, directly on the wall, and you will also be listed in our business and residents' newsletters, on the website and in the local media.
- The \$100 donors will have their names on 'bricks' at the base of the mural.

### HERE'S HOW TO PARTICIPATE

You can make a cash donation or cheque made out to: **Community Centre 55** (who will issue you a tax receipt in February, on behalf of the Beach BIA).

The BIA needs to know:

- Your name, address, city and postal code, your phone number, email address
- Name for the plaque or for the brick. For the brick, please limit your name to 30 characters- for example: Twilight Emporium or Smith family)
- Please note: only names of individuals/families or businesses will be accepted.
- Act quickly; only the first 100 applicants will have the opportunity to purchase a brick. Send to: Beach BIA, 62 Columbine Ave, Toronto M4L 1P5, or
- Drop off or send to Community Centre 55, 97 Main Street, Toronto or at Pippins Tea at 2106 Queen St. east just east of Wineva – where you can also pick up forms.



**Scene on Queen** is produced quarterly by the Beach BIA. Got a question? Any problems? Ideas for a future article or column? Let us know! Contact us by phone at: 416-693-BBIA (2242) | Fax: 416-693-2240 | E-mail: [execdiretor@BeachBIA.com](mailto:execdiretor@BeachBIA.com)

#### Beach BIA Executive

Charles Cameron, Chair-elect  
Rick Gabriele, Vice-Chair-elect  
Bob Gore, Treasurer

iConsult  
Commercial Property Owner  
Robert Gore & Associates

#### Staff

Deborah Etsten

Executive Director

#### Beach BIA Board

Sandra Bussin

City Councillor, Beaches-  
East York and Speaker,  
Toronto City Council  
Pippins Tea Company  
Ed's Real Scoop  
Retired

Barb Snow DeAngelis  
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Mike Howarth

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