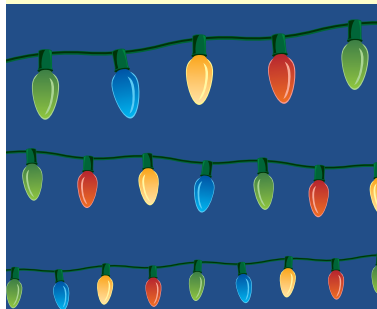




Winter 2007 Vol. 1 No. 2  
A newsletter for Beach residents

### WHAT'S INSIDE

Who's New on the Street	2
What They're Saying	2
Holiday Happenings	3
The Mural - Get Involved	4
Our Youngest Winners	4



## CAVALCADE OF LIGHTS SEASONAL NEIGHBOURHOOD LIGHT EXCHANGE

Bring two sets of old, incandescent outdoor seasonal lights and receive one free set of LED seasonal lights!!

This is one day only, on Saturday, Dec. 1, from 4-6 p.m. on the west side of the Beaches Library at Queen and Lee. (same day as Lions Christmas Tree Lighting... see p. 3)

Sponsored by the Toronto Association of BIAs (TABIA) in partnership with the Beach BIA and Toronto Hydro.



Details from the nearly-completed mural at Queen and Lee. Find out how you can get involved...p. 4.

# WARM GREETINGS TO ALL

by Charles Cameron, Chair-elect, Beach BIA

Greetings to the Beach community. As the new Chair of the Beach BIA, I am energized by an air of all things possible in our community, the infusion of some exciting new businesses, traditional holiday spirit and the work our BIA has undertaken to improve the business community!

Nice neighbourhoods deserve great shopping districts. To make this happen, they need to support each other. Our BIA is trying to bring value to the community in every way it can. And for your part, I hope you and your neighbours are motivated to "buy local first," especially at this important time of year.

It makes good sense in every way because the stores in our community employ our friends, neighbours, children and ourselves. Of course, our businesses have to warrant your support, and we strongly think they do, with quality, unique quality items, variety and great service you will NOT find in a Big Box store. We hope you support your committed retail neighbours, check out the new ones and let us know what you think.

# 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** 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.

**Syllogy** 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.

## WHAT THEY'RE SAYING...

*"I like to support my local community and love the atmosphere in the Beach. It's so much nicer to shop here than in a large, impersonal store, but if we want the variety and quality close at hand, we have to support them."*

-Eleanor Nielsen

*"The Beaches in particular are my second home. I love this neighbourhood, and its seaside resort and friendly small town feel makes it a really special place to hang out in. That's why I spend the majority of my spare time in this neighbourhood. (I would actually live there if I could afford the real estate prices...). That's why I chose the Beaches as my kick-off event for my 'Celebrate Toronto' initiative."*

-Susanne Pacher, travel writer (website: <http://www.travelandtransitions.com>)

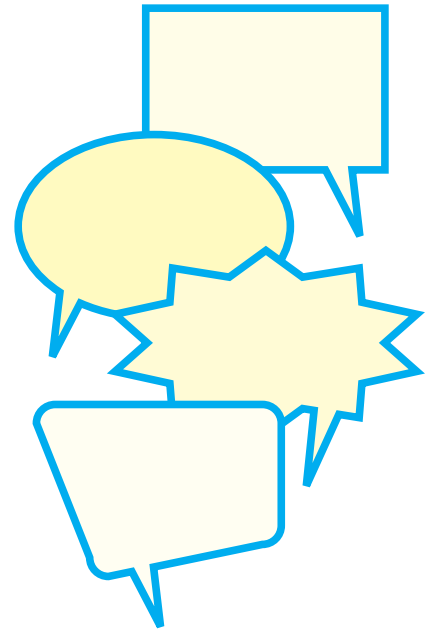
*"We moved to our little home in the Beach almost 34 years ago, attracted by the good housing, good schools, a community with a sense of history, and short walks to good transit, great parks and an often breath-taking lake (especially under a clear sky on a moonlit night). Today, it has simply gotten better - more and even better parks, shopping for almost anything you'd ever need, charming restaurants for almost every kind of food imaginable (our favourite is The Beacher), musical entertainment, movies, little theatre, and the sense of power in taking over the Best Main Street in Ontario for one of the world's biggest and best street jazz festivals (all still within easy walking distance) - we can't imagine living anywhere else!"*

-Beverley and John Ellis

*"Last summer I had the opportunity to write a DayTripper article about the Beach for Post City Magazines. This was my first real summer Beach experience and I was so impressed!! This neighbourhood has so many great shops and restaurants not to mention a beautiful view of the water and a close-knit neighbourhood feel."*

*"One of my most memorable Sundays last summer was spent at the Beach. I wandered along the strip on Queen Street and bought a really cute dress at the Mendocino Outlet, then had Ice Cream at Ed's Real Scoop. Finally I went and sat with my feet in the water and read the newspaper. It was the perfect summer day!"*

-Hailey Eisen, freelance writer





The Malvern Brass Ensemble attracts attention for their striking outfits and stirring sounds



Parents can download photos of their child with Santa from the BIA website

## HOLIDAY HAPPENINGS

To make your holiday shopping more pleasurable, here's what's happening here:

**Beach BIA's Holiday Beat on the Street**  
with high school musicians providing holiday music on Queen Street East

**Sat. Dec. 8 from noon – 2 p.m.**  
**Rosedale School of the Arts Choral Group**  
Starting at Pizza Pizza 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

Thanks again to Starbucks for providing warm beverages for Santa and the high school students.

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



## ROAMING SANTA RETURNS!

**Dec. 1**, Jolly old Santa will make his first appearance at the Lions Candy Cane Christmas from 5-7 p.m. in Kew Gardens. Our favourite MC, Glenn Cochrane, will be there to extend a warm welcome.

Events include:

4-6 p.m. Christmas Tree Light Exchange in Kew Gardens (boxed feature on front page)

5:15 p.m. Music by the incredible Mae Cromwell Band

6 p.m. Book reading by author Nathalie Vachon, lucky draw and carol singing

6:30 p.m. Santa is 'sleighted' to arrive with Mrs. Claus  
Bring Loonies for the Lions and a contribution for Community Centre 55's food bank.

**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 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)



Santa certainly knows how to charm a child



Santa practices his conducting skills with the Malvern Girls Choir. The Rosedale School of the Arts Choral Group is pictured at the top of page 1.

## HOW YOU CAN BE PART OF THE EXCITING NEW MURAL

It's hard to believe but the Beach BIA's first commissioned mural is nearly completed. Less than two months ago, Beachers Rudolf and Errol Stussi were chosen from a field of 35 talented artists to paint the wall on the east side of the IGA, facing Lee Avenue. The theme had to be recreational activities, iconic buildings and pastimes in the Beach. What's evolved is a delightfully crazy pastiche with unusual perspective and charming distortion of much that's familiar and dearly loved by our community, such as the Firehall, the Fox and a whole lot more.

This 2,000 square foot wall has so far taken up over 300-man hours of work and has devoured more than 32 litres of gesso to prepare the wall, 30 litres of paints and will use at least 16 litres of varnish. With the colder weather coming, Rudy and Errol are 'putting on some speed' and will simply be fine tuning, creating the border, 'bricks' and plaque and then varnishing.

"The mural project is an example of how we're working to improve our neighbourhood, and we're asking Beach residents to take pride and become part of this initiative," said new BIA Chair, Charles Cameron.

For a \$100 donation, individuals and families can buy a 'brick' and enjoy seeing their name at the base of the mural. "These bricks will help pay for the mural and will also demonstrate community support," Cameron added.

Those wishing to make a more substantial donation, such as businesses in the Beach, corporations and even individuals, can donate \$500, \$1500, or more, to have their name added to a plaque which will be displayed on the wall with the description of the mural. Every donation of \$10 or more is entitled to a tax receipt.



The IGA is one of the iconic buildings depicted on the mural. Your family's name can be there, too.

## HERE'S HOW TO PARTICIPATE

You can make a cheque or cash donation for \$100 to **Community Centre 55** (who will issue you a tax receipt in February, on behalf of the Beach BIA).

- send to: Beach BIA, 62 Columbine Ave, Toronto M4L 1P5, or
- drop off or send to Community Centre 55, 97 Main Street, Toronto M4E 2V6 or,
- drop off at Pippins Tea at 2106 Queen St. East. Just east of Wineva.
- Beach mural forms are available at Pippins and Community Centre 55 to fill out with the following details:

### The BIA needs to know:

- Your name, address, city and postal code, your phone number, email address
- Name on brick (please print - limit of 30 characters- for example: The Smith Family or Dan, Deb, Dave & Doris Smith)
- 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.

For more information, go to [www.BeachBIA.com/mural.asp](http://www.BeachBIA.com/mural.asp)



Community Centre 55 organized crafts for kids including the colouring contest during Celebrate the Beach.

## OUR YOUNGEST WINNERS!

Congratulations to the following talented children, winners of the colouring contest organized by Community Centre 55 at their crafts table during "Celebrate the Beach," Sept. 29.

### UNDER 6

- Maya Tomlinson  
**1st place** ~ Mastermind Gift Basket
- Emily Grant  
**2nd place** ~ My Little Pony Princess
- Stefan  
**3rd Place** ~ Ellaminnow Book with football bank

### 6 - 12

- Danielle Fitzgerald  
**1st place** ~ Ed's Real Scoop (a weeks supply of ice cream) & Nutty Chocolatier Candy
- Emily Powers  
**2nd place** ~ Lick's Gift Basket
- Audrey Harvey  
**3rd place** ~ Beach Tile Donation of a child's toy



**B Seen on Queen is produced 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: [exccdirector@BeachBIA.com](mailto:exccdirector@BeachBIA.com)

### Beach BIA Executive

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

### Staff

Deborah Etsten

iConsult  
Commercial Property Owner  
Robert Gore & Associates

Executive Director

### Beach BIA Board

Sandra Bussin

Barb Snow DeAngelis  
Ed Francis  
Mike Howarth

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

Diane Montgomery  
Michael McDonald  
Ben Stellino  
Sharon Watson  
Lee Welbanks  
TD Canada Trust  
Telus Mobility  
Kaffeehaus Konditor  
Watcher Comics  
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