

SECTION I: Interacting with Government and the Community

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Community Links

Forging Strong Links with the Community

The neighbourhood surrounding a BIA is usually the primary customer base for member businesses and is important for a BIA's vitality and success. In order to build and maintain a strong and positive relationship between your BIA and the local community, the following measures can be taken:

- Demonstrate and make sure neighbourhood residents recognize that the BIA and its members have a vested interest in the community of which they are a part.
- Respond in positive ways to community needs and concerns, and where possible get involved in community affairs. This can be achieved through working with residents' groups and other local organizations and institutions (e.g. community centres, schools, churches, libraries, etc.) on matters of common interest and concern.
- Reach out to community members by participating as an organization in community activities and events and also

encourage your members to do so as individuals.

- Support the community as much as possible by encouraging your business members to hire locally and use local suppliers of goods and services where possible.
- Keep the lines of communication open between the BIA and the community. Be abreast of neighbourhood activities and make sure the residents are kept informed of your BIA's initiatives.
- Invite your community ratepayers' association to some of your BIA board meetings to hear their comments and keep them informed of upcoming BIA activities. You can invite a local area resident to become a contributing BIA Board member.

Charity/Community Fundraisers

Another effective way to show your involvement with the community and gain added support and attention to an event or promotion is to tie it in with a well-recognized (and preferably well-advertised) charity, popular "cause" or appeal.

Your event then customarily serves as a fund-raiser for that charity and, as a result, the charity receives an agreed-

upon percentage of the proceeds. This contribution can be offset by the enhanced image and positive publicity your event receives through its affiliation with the participating charity. The charity can also provide you with additional volunteers for your event. When working with a charity, make sure that important points such as the level of event involvement and the percentage of the proceeds it is to receive are clearly spelled out and formally agreed to in advance.

Locating Commercial and Industrial Property Owners

- The BIA Office can provide BIA Chairs with the mailing information for commercial and industrial property owner members in hard copy format only. This list is to be used exclusively for marketing and promotion materials and circulating newsletters. The BIA Office will continue to mail your AGM notice to property owner members on your behalf. Your Board is responsible for the distribution of materials to tenant members. As you may be aware, no level of government maintains a database of businesses. In order to communicate to your member businesses you will be required to do so through Canada Post, a delivery service, individual Board members, or if available, through your coordinator.

Key BIA City Contacts

BIA Audits

Auditor General's Office
Phone: 416-392-8030
E-mail:auditorgeneral@toronto.ca

Permits

(Banners, sidewalk sales, festivals, street closures, installation of hanging flower baskets)

Transportation Services
Right-of-Way Management

Toronto East York District

Rita Hoy, Senior Licensing Clerk
Phone: 416-392-1082
Fax: 416-392-0504
E-mail:rhoy@toronto.ca

Etobicoke York District

Don Pardoe, Supervisor
Phone: 416-394-8422
Fax: 416-394-8942
E-mail:dwpardoe@toronto.ca

North York District

Eric Jensen, Supervisor
Phone: 416-395-7112
Fax: 416-395-7482
E-mail:wjensen@toronto.ca

Scarborough District

Bob Taylor Lane, Supervisor
Phone: 416-396-4245
Fax: 416-396-5641
E-mail:btaylor@toronto.ca

BIA Budgets

Finance
Financial Planning
May Chong, Financial Analyst
Phone: 416-397-4473
Fax: 416-392-3649
E-mail:mchong1@toronto.ca

Festival Planning Assistance

Economic Development, Culture and
Tourism
Harold Mah, Event Support Manager
Tel: 416-395-7326
Fax: 416-395-0278
E-mail: hmah@toronto.ca

BIA Insurance

Finance
Corporate Finance
Theresa Lomoro, Risk Management
Analyst
Phone: 416-392-7059
Fax: 416-397-4555
E-mail: tlomoro@toronto.ca

BIA Levy Remittances

Finance
Revenue Services
Tax Accounting and Financial Services
David Kondo, Financial Analyst
Phone: 416-392-5542
Fax: 416-395-6703
E-mail: dkondo@toronto.ca

BIA Financial Statements

Finance, Accounting Services
Financial Reporting
Selvan Mogan, Financial Reporting
Phone: 416-392-5376
Fax: 416-397-0834
E-mail: smogan@toronto.ca

Tree Pruning

Urban Forestry
General Forestry Line
416-338-8733
E-mail: trees@toronto.ca

Toronto-East York

Dave Burgess, Forestry Systems
Officer
Phone: 416-392-1940
Fax: 416-392-1915
E-mail: dburgess@toronto.ca

Etobicoke York

Regina Gudelis, Supervisor of
Urban Forestry
Phone: 416-394-8551
Fax: 416-394-5406
E-mail: rgudelis@toronto.ca

North York

Peter Dmytrasz, Supervisor of
Urban Forestry
Phone: 416-395-6134
Fax: 416-395-7886
E-mail: pdmytras@toronto.ca

Scarborough

Mike McClellan, Supervisor
Urban Forestry
Phone: 416-396-5331
Fax: 416-396-4248
E-mail: mmccllel@toronto.ca

G.S.T. Inquiries

Finance
Accounting Services
Financial Reporting
Alex So, Commodity Tax Accountant
Phone: 416-392-6821
Fax: 416-392-8004
E-mail: aso@toronto.ca

**Commercial Garbage Collection
Program**

Works and Emergency Services
Solid Waste Management Services
Policy and Planning
Paul Walker
Phone: 416-392-0118
Fax: 416-392-4754
E-mail: pwalker@toronto.ca

Street Furniture

Transportation Services, Public Realm
Coordinated Street Furniture
Kyp Periklous
Tel: 416-392-1799
Fax: 416-392-7465

E-mail: kperikle@toronto.ca

Main Streets Litter Operations

Solid Waste Management

Collection Operations

Lino Pessoa, Manager

Tel: 416-392-7725

Fax: 416-392-0882

E-mail: lpessoa@toronto.ca

Toronto-East York and Etobicoke York

Mike Perikleous,

Co-ordinator Material Recycling

Phone: 416-392-7723

Fax: 416-392-0396

E-mail:mperikle@toronto.ca

North York and Scarborough

Frank Canestraro, Manager

Operations

Phone: 416-395-6332

Fax: 416-395-6319

E-mail:fcanestr@toronto.ca

Toronto Film and Television Office

Economic Development Culture and

Tourism Economic Development

Film Coordinator

Phone: 416-338-3456

Fax: 416-392-0675

E-mail:filmtoronto@toronto.ca

City Councillors

The following web link includes contact information for members of council:

<http://app.toronto.ca/im/council/councillors.jsp>

- All numbers are area code 416. Numbers in bold are for the main office.

Police Divisions

For location of the various Toronto Police Divisions and contact information go to:

www.torontopolice.on.ca/uniform.php