

# EC14.5 Attachment 1

30 June 2020

**TO: Toronto City Councillor for Willowdale, John Filion**  
**CC: Toronto BIA Office and Toronto Economic and Community Development Committee**  
**RE: Willowdale BIA Steering Committee Request to Waive Municipal Code 19-2.2**

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Dear Councillor Filion,

We are writing to you, Councillor Filion, because we are gravely concerned that the COVID-19 pandemic has negatively affected our efforts to form a Business Improvement Area (BIA) in Willowdale. Ours is the largest commercial area not represented by a BIA in the City of Toronto. Even before the pandemic, we understood the important role a BIA has on the continued growth and vitality of our business community. The pandemic has shown that the need for a BIA is even greater than we had originally understood, as it now can play a part in the survival of many businesses along the North Yonge Corridor.

From the beginning we have followed the steps outlined in City of Toronto Municipal Code, Chapter 19. Both you and the Toronto BIA Office have been a part of this process from the start, and as a result of your great support, we feel we can come to you with a very particular request. It is our understanding that you can make a motion that would amend the process of forming a BIA. Our request is that you bring to the Economic and Community Development Committee at their next meeting on 20 July 2020 a motion to waive the step outlined in Municipal Code Chapter 19 ~2.2 so the Committee can recommend to City Council at its next meeting on 28-29 July 2020 that a 60-day poll be conducted by the City Clerk's office. This motion, should it succeed, would allow for that poll to start in August, which could mean that an official BIA could be formed before the end of 2020, to give critical assistance to local businesses in this crisis. Should such a motion *not* be brought forward now, then the earliest our BIA could be formed is likely to be Spring or Summer of 2021, which is too late to help with the first crucial steps towards recovery and too late to help prevent businesses from closing down.

Waiving this step is not intended to circumvent the process. Consider that our very large Steering Committee of over 20 members demonstrates the keen interest among local business owners to form a BIA. Rather, by waiving this step, we believe you can help us put back on track what was interrupted by the pandemic, and facilitate the official formation of a BIA that is so desperately needed during this economic crisis and its recovery.

Thank you for taking seriously our request. We look forward to hearing from you soon.

Sincerely,

Willowdale BIA Steering Committee

Nuno Topa, Chair

Name

Great West Life Realty Advisors

Business/Company

<u>Terry Chang</u>	<u>Royal Bank of Canada</u>
Name	Business/Company
<u>Ommid John Faghani</u>	<u>Newland Financial</u>
Name	Business/Company
<u>Cecilia Garcia</u>	<u>North York Arts</u>
Name	Business/Company
<u>Rosa Garofalo &amp; Sue-Ann Redford</u>	<u>RioCan Real Estate Investment Trust</u>
Name	Business/Company
<u>Kim Huntley &amp; Ashley Sealy</u>	<u>North York Central Library</u>
Name	Business/Company
<u>Hussein Kaba</u>	<u>ivari</u>
Name	Business/Company
<u>Pamela Kalsner</u>	<u>Manulife Financial</u>
Name	Business/Company
<u>Chae Young Kim</u>	<u>MeNaMi Udon and Sake Bar</u>
Name	Business/Company
<u>Sandra Liakos</u>	<u>Invesco</u>
Name	Business/Company
<u>Nancy Mastrocola</u>	<u>Questrade Canada</u>
Name	Business/Company
<u>Jeff Oulahan</u>	<u>Oulahan Team Realty Inc.</u>
Name	Business/Company
<u>James Pang</u>	<u>Konjiki Ramen</u>
Name	Business/Company
<u>Mark Persaud</u>	<u>Persaud Law Group</u>
Name	Business/Company
<u>Mark Salvarinas</u>	<u>World Financial Group</u>
Name	Business/Company
<u>Edward Skira</u>	<u>UrbanToronto.com</u>
Name	Business/Company
<u>Michael Singer</u>	<u>Novotel North York</u>
Name	Business/Company
<u>Rahul Soni</u>	<u>Soni Law Firm</u>
Name	Business/Company
<u>Audrey Swartz &amp; Peter Roh</u>	<u>Korean Canadian Business Association</u>
Name	Business/Company

Vijay Thomas Tangentia and Hullmark Corporate Centre  
Name Business/Company

Wendy Wu GWL Realty Advisors & I G Investment Management Ltd.  
Name Business/Company

**From:** Nancy Mastrocola <[nmastrocola@questrade.com](mailto:nmastrocola@questrade.com)>  
**Sent:** Monday, July 6, 2020 11:27 AM  
**To:** Pamela Kalsner <[Pamela.Kalsner@manulife.com](mailto:Pamela.Kalsner@manulife.com)>  
**Subject:** [EXTERNAL] Re: BIA for Willowdale (North Yonge Corridor)

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Hello Pamela,

I hope you are keeping well:)

Please count on my support to form a BIA in Willowdale (North Yonge Street corridor). Let me know if there is anything I may assist with.

Thank you,