

Dear Economic and Community Development Committee,

My name is Beni Sicilia and my business is Blowdry Lounge located at 1788 Avenue Rd I am a non-residential tenant in the proposed Upper Avenue Road BIA area. I am writing to you today regarding "Proposed Upper Avenue Business Improvement Area Poll Results (Ward 8)" Item number EC 18.2 for the meeting on February 26th at 9:30 am.

I am writing to inform you that I was not made aware of the BIA poll that took place in the fall of 2024 between October 15th and December 13th and do not feel that its results accurately reflect the true feelings of the community towards enacting a BIA on Avenue Road. Contrary to Chapter 19 of the Toronto Municipal Code, Section 2.3 Subsection B, I did not receive notice or information about the vote from my property owner and was not provided any information by him/her in regards to the reason for the vote, the vote deadline, or how to vote. I also was not provided with a ballot by my Landlord or information on where to find the ballot on the City's website. In addition, and contrary to Chapter 19 of the Toronto Municipal code, Section 2.3 Subsection C which states that: "The steering committee shall also distribute the notice to all persons who are non-residential tenants of those properties receiving notice under Subsection A", I did not receive notice, information/resources, or a ballot from anyone identifying as a person associated with the Steering Committee.

Aside from my failure to receive proper notice from my Landlord and/or the Steering Committee, I am also concerned that the Canada Post postal strike occurred on November 15th, 2024 during the voting window which may have hindered the process and not allowed for votes to be submitted by mail as outlined in Chapter 19.

I want to make it clear that I intended to vote no in this poll and would like the opportunity to have my voice heard in a re-vote.

Thank you for your consideration and I hope you will see that this vote must be redone with proper notice and not during a postal strike.

Regards

Beni Sicilia