

York BIA NEWS

Third Edition



York Eglinton BIA

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1580 A Eglinton Ave
[Phone]
416-789-1835
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www.yorkbia.com
[E-Mail]
info@yorkbia.com

[Location]
- Dufferin Street
To
- Marlee Avenue

[Distance]
- 0.957 Km
- 0.595 Miles

[Businesses]
- 257

What's Inside?

- *New BIA Boundary*
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Feature Business

- *Sunshine Digital Photography and Gift Shop*
- *Strictly Ital Vegetarian Restaurant*
- *Eglinton Music Festival*

- *Website Update (yorkbia.com)*
- *greenTbiz*

"It is nice to be important, but even more important to be nice"
(Anonymous)

The NEW York-Eglinton BIA Boundary

The Board of the York Eglinton BIA petitioned the City of Toronto to realign the Western boundary of the York Eglinton BIA. In 2006 the City carried out a poll of the property owners and taxpaying business operators of the York Eglinton BIA to obtain their decision in this matter. On December 15, 2007 the results of the poll was announced at the Maria A. Schuka Library

The results from the poll are that an overwhelming majority of the property owners and taxpaying business operators within the York Eglinton BIA voted to realign the western boundary of the BIA. The new boundary begins at Marlee/Winona in the East and ends in the West on the eastern side of median at Dufferin Street. Those members west of Dufferin to Chamberlain voted to adjust the boundary and created a new BIA. This BIA west of Dufferin is called Fairbank



Your International Meeting Place

Business Card Social

The Chair of the York-Eglinton BIA would like to extend special thanks to the BIA members who attended the business card social on Monday, May 7, 2007.

Your support is sincerely appreciated and we look forward to seeing you at other events. Thank you to:

- * **Jaydees**
- * **Pelican Delight**
- * **Shanty's Caribbean Restaurant**
- * **Xclusif Clothing and Rims**



York BIA Board

Visit us @ www.yorkbia.com

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TREASURER

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Henrich Plummer

Angelo Zito

Roland Beggs

Volunteer:

The BIA needs your help.

Get involved. We welcome participation:

Business Owners

Landlords

**Community Members
(adults and students)**

President's Message

Hello to all members of the York-Eglinton BIA

Special welcome to all new businesses and continued success to existing members of the BIA.

I would like to take this opportunity to inform you of the events that have been taking place in the BIA. First of all the boundaries of the York-Eglinton BIA have been shortened. The boundary now covers the following areas. It starts at Marlee in the West and ends at the median of Dufferin Street. This change came about as a result of a motion that was made by the Board of Management to decrease the boundary at Dufferin Street. This decision was voted on by you the business owners and the landlords. The majority of you voted in the poll that permitted the City to change the boundary of the BIA. This has resulted in fewer members. Those businesses and property owners west of Dufferin have formed a new BIA.

As a result of all these changes the York-Eglinton BIA has had to hold a second Annual General Meeting where you will have the opportunity to vote on new budget and proposed programs for 2007-2010. Recently we conducted a survey of the membership to find out how to promote the area. The result that we received with regards to your co-operation was less than favorable.

Now that we are a smaller BIA things should be more manageable and I expect that members will be more involved in BIA activities. BIA's that are successful have the full participation of their membership.

Despite these changes we are continuing in our efforts to find ways to improve and promote the area as a place to shop and do business. We need your input in order to be successful. Your ideas, support and participation are always welcome. The board is continuing in its efforts to beautifying the area. Under the revitalization project we have repaired the globe lights and we have removed the electrical fixtures and the city has planted new trees and the BIA has planted flowers. We need you the members to



help beautify the area by watering the flowers in the planter boxes along Eglinton.

In terms of marketing and promotion of your products and services the York-BIA continues to provide free web pages and e-mail to all BIA members. I urge you all to take advantage of this very valuable service in that it is vital to staying current in today's market place. This provides an outlet for you to promote your business and generate new customers.

In order to keep abreast of the issues and concerns of BIA members we need to keep in touch with fellow members on a regular basis. We want to know what is the best way to reach you the members.

Web seminar [Coming Soon]

The York Eglinton BIA will be hosting a Web Seminar on how to utilize the web to market your Business using the BIA web portal – www.yorkbia.com

Topics

Building, hosting and marketing your own site. Site priorities and options. Getting googled.

SUNSHINEY DAY FOR PHOTOGRAPHER AND BUSINESS OWNER

As a successful photographer, Osie Tutu came to Canada at the urging of his brother who insisted that he could make more money in Canada. Upon arrival in Canada Tutu began working in a factory. Like most newly arrived immigrants he was working outside of his area of specialty. He was anxious to return to his true passion. So when he was laid off from his job Tutu decided to open his own business. This was an opportunity for him to work as a photographer.

In order to run a profitable business Tutu decided to open a photography studio and gift shop. After he decided on the type of business to open, Tutu searched for a place to open his business. Many of the locations that he was interested in were quite expensive. He found the York-Eglinton Area to have many vacancies and cheaper rent. Once he located the ideal place for his business, he began renovations. In May of 2006, he opened *Sunshine Digital Photo and Video* at 1562 Eglinton Avenue W. near Oakwood. He specializes in wedding photos, passport pictures and family portrait. He also sells African movies, photographic supplies such as film, batteries and albums. Since he opened he has added other services such as photocopying and Senvia Money Transfer.

Tutu said that currently business is slow but he gets appointment for setting sometimes.

He also said that he promotes his business through networking, flyers and development of his own website. When asked what he thought that the BIA could do to help, Osie Tutu said that the free web page and link to his own website is a good thing but he wants the BIA to provide more resources and information on business development particularly marketing of the area.

Osie Tutu said that he is glad that the area is rid of the guys that hung out in front of the stores. He believes that this element drives customer away. Other issues that are of concern to him are the lack of a commercial bank and insufficient free parking spaces. He said that customers do not want to pay for parking and this severely affects his business.

In September of 2006 **Strictly Ital Restaurant** opened on the Eglinton West Strip. Strictly Ital, you are what you eat, is the only one hundred percent Caribbean flavored Vegetarian Restaurant in the area. As the name suggest Strictly Ital means that the food contains no animal and or byproducts of animal. Also there is no salt, no MSG and no preservatives. Although all the ingredients are natural not all the products are 100% percent organic. However, the owner/chef tries his best to source as many organic products as possible. It is hoped to become 100% organic.

The inspiration to open Strictly Ital Caribbean style restaurant came from the fact the owner and his friend found it difficult to dine out. They could not find the food that they were used to eating prepared in an acceptable manner. Jah B related a horror story he experienced when he ordered take-out vegetarian food from a restaurant that claimed to serve vegetarian food. When he brought home the take-out food and opened the container he was overcome by an overwhelming scent of fish. He telephoned the restaurant only to be told that they flavored the Tofu with fish gravy. From this experience he realize that vegetarian-meant different things to different people. Needless to say he was outraged. From that moment he realized that he had to open the restaurant that served the food that he and his friends could eat without worrying about contamination of animal product.

Jah B who has been a vegetarian for 15 years strong said that opening the restaurant gives him the opportunity to share his favourites recipes with all those who are interested in eating healthy. A typical meal consists of rice and peas or carrot rice, pasta, Jerk Tofu or BBQ Jerk, two Vegetable Stews (different vegetables each day) and Soup of the day. Strictly Ital also serves freshly made juices and drinks. All are flavoured with soymilk or honey. The dessert menu includes pudding, pineapple tarts, drops, cakes and buns.

While Jah B and I sat in the small cozy eat-in/take-out restaurant talking about the restaurant and his love for cooking authentic vegetarian food, we were interrupted by a slew of customers. They included a local hairstylist, five of his brethrens and a mother who came to pick dinner for her family.

Strictly Ital attracts customers from the neighborhood and all parts of the GTA. The restaurateur hopes to attract more customers through advertising, hosting events and selling at events such as AFRO FEST and other summer festivals in the Toronto area.

The owner of Strictly Ital told me that he enjoys cooking vegetarian food because it allows him to be creative. He would like to share this knowledge with anyone who is interesting in learning. Strictly Ital will be hosting some cooking classes in the near future to help others learn to cook Strictly Ital.

BIA Information



Sunshine Digital Photo & Video

1562 Eglinton Avenue West
Toronto, ON M6E 2G8
(647)436-1481



Strictly Ital Restaurant

1720 Eglinton Avenue West
Toronto, ON M6E 2H5
(416)787-1466



The York Eglinton BIA website – www.yorkbia.com has had a complete facelift and was unveiling in July.

Things that are new with the site:

- A new Business page for all the businesses in the BIA which will include; Name, Address, Phone, Fax, e-mail, website, description, hours, and a list of products.
- A new Real Estate section for advertising available space on Eglinton – free to all members
- Revamped front page with a new Flash look and feel with a featured business.
- A new database to reflect the changes in the boundary and the new and improved information.

If you have any questions or would like to add or change the information that appears on your page – please e-mail us at info@yorkbia.com or call us at 416-789-1835

greenTbiz would like to invite all BIA members to participate in our free programs!

greenTbiz is a program developed by the Toronto Association of Business Improvement Areas (TABIA) in an effort to provide programs and services to the Toronto BIAs, for the benefit of its members and the environment. greenTbiz is funded by the Toronto Atmospheric Fund and the Ontario Power Authority, Conservatito deliver programs that will result in both economically and environmentally favorable outcomes for Toronto BIAs and their members.



greenAssist Consultations are Underway, Book Yours Today!

Interested in a free consultation to find out how you can save money in your business? Give us a call, we are here to help!

greenTbiz has been busy visiting various BIA businesses throughout Toronto in order to help them understand how to get the most value for their money when it comes to lighting up their business. During these consultations, we visit the business to take stock of current lighting and make suggestions for more energy efficient options. Most times we can demonstrate the energy efficient technology for you right on the spot. After the consultation the business owner / manager will receive a results spreadsheet which summarizes the energy efficient suggestions and gives the annual energy costs savings and the net kW reduction that will be achieved if suggestions are implemented. Remember, all final decisions are yours to make.

In addition to lighting, we can also assist you with other energy efficient decisions that you may face during renovations, façade improvement, changing your heating and cooling systems, or buying new equipment. To learn how to save money and reduce your impact on the environment, please contact us to set up a free consultation at your convenience.

Become a Smart Mentor and Gain Recognition for Your Green Efforts!

BIA business owners/managers are invited to participate as smart mentors. With assistance from

greenTbiz, mentors will provide advice, based on their own experiences, to other BIA members regarding the implementation process, challenges and barriers of energy and/or environmental conservation initiatives. Currently, greenTbiz is seeking mentors. Please contact greenTbiz if you are interested in the Smart Mentoring Program.

If you are interested in participating in, or learning more about the greenTbiz programs, please contact:

Chantal Brundage
greenTbiz Program Manager
416.697.9000 or Chantal@greenTbiz.org
Also, you may visit our website for more information: www.greenTbiz.org



EGLINTON MUSIC STORE: FORTY-FOUR YEARS ON THE BLOCK AND COUNTING

Lorello Pasquale is an accomplished musician, teacher and international Accordion player and instrument sales and service merchant located at 1756 Eglinton Avenue W in Toronto. Mr. Pasquale obtained his training through private lessons in Calabria, Italy and Ottawa, Ontario. In 1957 Paquale immigrated to Canada. He first settled in Ottawa. But later moved to Toronto in 1963 where he opened Eglinton Music Store, taught lessons and entered competition in Accordion playing. He is a six-time winner of first prize in Accordion Competition at the Ottawa Music Festival.

Mr. Paquale performs Italian, Latin and folk Music both locally and internationally. He has recorded seven CD albums in Traditional and Contemporary Accordion Hits and Dance. His latest recording entitled, *My True Passion* was released in 2002. This album consists of music in the genre of Tango, Polka and Mazurka. Some of the song titles are Carnival, Isles of Capri and Accordion Rumba. Twenty years ago he was an active member of a band.

When he is not selling sheet music, or repairing instruments, Pasquale offers private music lessons at reasonable rates to anyone interested in learning to play the piano, bass guitar, Accordion and more.

Lorello Pasquale continues to play for private functions and events. So do not hesitated to contact him for your next event or any other musical needs.

Eglinton Music Centre 1756 Eglinton Avenue West <http://accordioninternational.com>
Toronto, ON (416) 781-0439