



YBB News

Spring 2004

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● Yonge-Bloor-Bay Business Association ● Yonge-Bloor-Bay Business Association ● Yonge-Bloor-Bay Business Association ●

Attention golfers!

Mark your calendar now — Friday September 17, 2004. The Yonge-Bloor-Bay Business Association will hold its second Annual Golf Tournament and Fundraiser. This year's tournament is being held at the beautiful Silver Lakes Golf and Country Club just north of Newmarket. Tickets are only \$150 for a round of golf, a cart and a steak dinner. If you don't golf, come for dinner — only \$55.00 — and join in the off-course fun — networking, presentation ceremony, silent auction, celebrity auction...

If you buy your tickets before April 30th you automatically qualify for the Early Bird Draw — a weekend evening in a deluxe suite at the fabulous Sutton Place Hotel — courtesy of Nick Vesely.

This year we have three levels of sponsorship — \$200 for Hole Sponsors (4 left), \$1200 for Corporate Sponsors (4 left) and \$2400 for the Major Sponsor (still available). To learn about the benefits and promotional opportunities attached to each sponsorship level, go to www.ybba.org/Pages/GolfTournament2004.html. This year's tournament beneficiary is The Church of the Redeemer — an active YBB member and a very important source of help and support to the needy in the Yorkville area. To learn more about what it does either click on its name on the YBB site or go directly to www.theredeemer.ca.

Call Amanda at 416-922-4211 and sign up now. For more information about the sponsorship packages call the Golf Committee Chair, Margaret Torrance, *MVJ Group Inc.* at 416-445-2478.

Help Us Reach Out

Do you work in sales? Are you well connected within your community? The YBB membership committee needs your help! The association currently boasts 171 members and is aiming to increase membership to over 200. The committee is employing several strategies to accomplish this goal — one project in the works involves soliciting businesses that reside outside of the BIA boundaries but within the YBB boundaries.

The membership committee is one of the smallest in the Association. It needs new members with fresh ideas and recruitment power. It meets only once a month. Sign up today — call the office at 416-922-4211 and do your part to help the Association.

Contact us:
Yonge-Bloor-Bay Business Association
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Toronto, Ontario M4W 1A5

Tel: 416-922-4211
Fax: 416-928-2034
E-mail: info@ybba.org
www.ybba.org

Welcome New Members!

The Yonge-Bloor-Bay Business Association would like to formally welcome its new members:

Avant Garde Real Estate Limited
77 Avenue Rd. #404
Toronto, ON
416-975-3811

Canon Canada Inc.
1490 Denison St.
Markham, ON
905-305-2502

Morley Bedford Funeral Services
159 Eglinton Ave. West
Toronto ON
416-489-8733

Hugh Scher & De Angelis
Barristers & Solicitors
69 Bloor St. East, #210
416-515-9686

The Pilot Tavern
22 Cumberland St.
Toronto ON
416-923-5716

Teresa Tedesco
T.M. Tedesco Communications

An article describing the history and benefits of joining the YBB appears in the spring edition of the Bloor-Yorkville News. Swing by the office to pick up a few copies. Or call Amanda at 416-924-4211 to have them delivered.

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Homelessness — A Problem Searching for a Solution

The first *Issues Breakfast* of 2004 was held March 22 at the Church of the Redeemer. The subject — homelessness and aggressive panhandling. The Church supports the homeless in our community through a breakfast and lunch program that feeds between 50-100 homeless persons every weekday except during July.

Reverend Andrew Asbil and Ms. Wendy MacCarroll-Gallegos, lunch program coordinator at the Church, explained that the program evolved from a simple compassionate gesture by the Church's secretary who made peanut butter sandwiches for those "troubled and hungry souls".

The individuals the Church helps aren't to be confused with aggressive panhandlers who solicit in a manner that is likely to cause a reasonable person to be concerned for his or her own safety. This distinction is outlined in the Safe Streets Act enacted in 1999.

The YBB actively lobbied for the Act and is equally active in advocating increased social service support for the legitimately homeless. Members can help the Church's program by donating food. To find out more, call (416) 922-4949.

The Issues Breakfasts series offers YBB members the opportunity to meet political and community leaders in an informal, off-the-record discussion about the issues affecting our community. The format involves a light breakfast beginning at 7:30 AM and a 30-minute discussion concluding not later than 9 AM. Attendance is limited to 12 members on a first-come-first-serve basis. City Councillor Kyle Rae will be our guest at the next Issues Breakfast.

Win a Free lunch at the Hotel Inter-Continental!

The YBB Communications Committee is busy finalizing its membership survey. Its purpose is to gather thoughts and suggestions about the Association including its events, networking opportunities, committees and priorities. The survey takes just 5 minutes to fill out. It will be a great source of ideas and information about member preferences.

Complete and return the survey and qualify for a raffle to win a fabulous buffet lunch courtesy of the Hotel Inter-Continental. Expect to receive the survey later this month.

Reminder

If you want to appear on the YBB web site roster submit your company information to Amanda at the office (416) 922-4211. The roster presents a great advertising opportunity, free of charge. All we need is a 25 word description of your business along with your name, address, telephone number and email address.

Pushing For A Fair Deal

Collecting taxes for all three levels of Canadian government is a major administrative and financial burden for small business owners *that should be compensated*.

For the past several years, the primary goal of the Small Business Committee has been to secure some form of compensation for small business owners who spend a lot of valuable time each year as unpaid tax collectors.

The Committee communicated its position to both the Federal and the Ontario ministers of finance. The response so far has fallen short of the expectations. Which is to say, it has been politely dismissed.

The committee is open to proposals as to how the issue should be tackled. At the last meeting, it was suggested that a template be developed for an invoice that would be sent to government on behalf of small businesses. This template would then be forwarded to the Canadian Federation of Business, The Board of Trade and the Chamber of Commerce for input. The purpose of this exercise would be to publicize the issue and attract media attention. The idea will be on the agenda of the Committee at its next meeting, Thursday April 15. Stay Tuned.

Nipping It In The Bud

The Police Liaison and Safety Committee is often approached with complaints about minor crimes (illegal posting, graffiti, littering, loitering, trespassing, even shoplifting) from local residents and business owners. Yet these "minor" infractions are seldom reported to the police.

While it may appear to be petty to report a litterbug or loiterer, it isn't. Overlooking the small stuff, in effect, invites its continuance. It also stimulates the disrespect for rules and laws that often leads to the bigger crimes we all worry about.

Living and working downtown doesn't require automatic tolerance of the irritating small stuff. The committee urges you to take charge of the situation whenever you may witness a **small** flouting of the law. Don't hesitate to **call the cops**. They won't think you're petty. And it will help them keep the neighbourhood safe and beautiful.

UPCOMING — From recovery to renewal

On April 27, Bruce MacMillan, President and CEO of Tourism Toronto will be a guest speaker along with Greater Toronto Hotel Association President Rod Seiling at the YBB breakfast meeting at the Sutton Place Hotel. They will discuss the state of Toronto's tourist industry, and the many initiatives underway to speed up the post-SARS recovery and renewal of the city's economy. This is one event that you don't want to miss! Space is limited. You can register by calling the office today at 416-922-4211.