

LE PRÉSIDENT :

905 On va recommencer s'il vous plaît. Prenez place. Vous allez faire ça debout? Will you stand up or be seated?

M. JUSTIN ESRAIM :

910 I would rather stand.

LE PRÉSIDENT :

915 As you wish. Facing me. Alors j'ai un deal, j'ai un arrangement avec ces messieurs, we have a deal this will be a bilingual presentation. Donc, vous parlez dans la langue que vous voulez et on se débrouille très bien comme ça. J'aimerais que vous vous nommiez pour les fins de l'enregistrement, donner votre nom puis je vous laisse la place. Allez-y.

M. JUSTIN ESRAIM:

920 Thank you. I'm Justin Eshaim and this is my partner Mike Reinharz. We own a company across the canal in Complex Dompark called Cat Around Films. We produce content, film, video, branding. We are members of this community on a business level and we spend most of our days here every day and it has grown on us in the last year and we are very happy to be here. So we
925 have a video to present that we made very quickly before we came here and if Serge will play it.

M. MIKE REINHARZ:

930 This is not really a video as much as it is a visual accompaniment. Okay, we can pause it there, please. It's just to illustrate a couple of points that we wanted to come here and bring up about this community that we have been integrating in rather well the past couple of years and it embraced us since we moved across the canal. We love working here, we love hanging out here.

935 Yes, I will pass the mike to Justin so he can explain a little bit about how we feel that perhaps a new type of identity could be brought to the community to make it more identifiable for, I guess, the rest of the city and the country and abroad.

M. JUSTIN ESRAIM:

940 Okay. So what Mike is saying is pretty simple, we feel that this neighbourhood is going through a transition, it's going through a bit of a rebirth. It's going from exceptionally, let's say working class and industrial businesses to innovative technology-based businesses and it's attracting a lot of diversity in the community, and we love that.

945 One of the things that we sort of realized being here is that, unlike the surrounding communities which have sort of branded themselves and established themselves, we are sort of this like mastercard of different communities that surround us, and that is kind of unfortunate. So we realize like, you know, by going with the name of like St. Henry West, Émard and Côte St-Paul, I know they are trying to brand it now a bit as Turcot, but we feel the direction is getting lost with
950 intentions.

955 What we are saying is we want to make this community aspirational. We want to change the name of a community to what it aspires to be and not what it is actually. We believe strongly, if you look at history, we are all history people, if you look at history, the form of progress, the form of people evolving from one thing to another, when people got names, they identified themselves with things.

960 This community needs a name that it can identify with going forward. We have not chosen a name or we have not gone there but we really feel that the community, the city, the municipality should take the initiative to, in fact, rebrand itself to be what it wants to be, not what it is today. What it is today should just be a microcosm of what it will be.

965 We come from the business community here, we are contributors on many levels. We create jobs in the community, we are seven people in the company, we have five employees that are full-time, highly paid, highly skilled employees that we have a lot of respect for and they are attracted to this community like we are, but we need to bring more businesses like ours into this community, small businesses, medium-sized businesses that are huge contributors.

970 We want to see this community grow into what we think it can be, not to what it currently is; what it is has to represent a starting point and what it can be is something that requires imagination and aspiration and determination, and we really do believe in the business aspect of it, but we also believe in the residential aspect of it and just making it more appealing, making it cooler than sort of like it is.

975 Because if you look around, you have areas like St. Henry that have done a very good job, Verdun which is revolutionizing itself, you know, you have Griffintown, you have Pointe St. Charles, and these identities are becoming strong whereas we have this identity of St. Henry West, Côte St. Paul and Émard and until about a month ago I didn't even know what our actual neighbourhood was called here, yet we are business owners in this community paying into the community, which says something to me, that there is a problem that needs a solution. The solution, we believe, is changing the direction through a renaming and then building an infrastructure on top of that to promote it.

M. MIKE REINHARZ:

985 Thank you, Justin, well said. So this is just a little collage of some older maps of the neighbourhood, a little bit of footage. All right. So I will keep going. So Justin covered a bit about

how we feel that a rebranding could accompany the rebirth that we are all witness to now because there are so many cool new things happening in this community. - Okay, pause please.

990 So we love to tell stories, we love to work with people, we love to work with businesses, community groups, foundations not for profits, special needs groups. We have been big contributors to a lot of communities over the years, even prior to this company, with content creation, with storytelling, with awareness raising, with fund raising, fund raising initiatives.

995 We feel that perhaps, with or without a rebranding of the neighbourhood and a new re-identification with the adjacent communities, perhaps a digital or web-based community, a website could be created where people in the community, businesses, community groups can all join together, offer ideas, communicate, share ideas and a plan can be put together where videos could be generated on a more or less regular basis profiling all these diverse people so that everyone's
1000 voice is heard, stories are told.

 Perhaps some of you have heard of the series called *Humans of New York* which has become quite popular and it has become popular, I believe, because it shows people for who they are and it really brings to light, and to life, all the diversity that exists in New York. I believe we have
1005 just as much diversity in this community and there are so many stories, past, present, personal, community business that deserve to be told and that could really serve to colour our neighbourhood and bring a lot more attention to it, attract the vibrant young educated individuals, young families, business owners, investment, the kind of things that we can really benefit from as we see revitalization of this neighbourhood.

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M. JUSTIN ESRAIM:

 I guess that the short call to action is that we would like to open the ideas to this community that, you know, we want to take an initiative to rebrand this neighbourhood to expose what it really is
1015 to people. It's a simple step forward but a long path ahead, so we are just opening the ideas and trying to get feedback and if it's an idea that people are open to and the community is open to, we

would definitely like to be involved and, if not, spearhead the whole initiative with the support of the municipality. So if you guys have questions, we want to answer them.

1020 **M. MIKE REINHARZ:**

Thank you for listening.

1025 **M. JUSTIN ESRAIM:**

Thank you for listening, thank you very much. Thank you.

LE PRÉSIDENT:

1030 Thank you very much. Alors merci d'être venus partager ces idées. On a lu votre mémoire attentivement, c'est intéressant. Moi, on s'est vu l'autre jour lors d'un atelier sur les questions économiques et c'est la première fois que j'entendais cette idée-là de *brander* le quartier. J'ai trouvé ça intéressant qu'on en discute puis que d'autres personnes puissent participer à cette discussion.

1035 Maintenant, on a quelques questions, comment est-ce que vous définiriez actuellement le quartier tel qu'il est, le *neighbourhood* dans lequel on est tel qu'il est? Est-ce que vous avez des idées, des images? Parce que vous parlez de redéfinir, comment le définissez-vous maintenant ?

1040 **M. MIKE REINHARZ :**

Well, I didn't come here today, we didn't come here to impose any answers or any solutions. Like Justin said, we are just here to raise some questions and to show our passion for the neighbourhood and propose maybe some ideas of how we could all collaborate to re-identify this community.

1045 Now, some of the directions that we are considering technological advancement, start-up, innovation, young businesses, you know, our landlord and client Nathalie Volland, she is all about community, in creating jobs and building or, I guess, transforming buildings into, you know,

1050 environmentally conscious spaces that combine community groups and people. So maybe something that involves innovation, technology, future start-ups and, of course, families, because there are families in the neighbourhood, so something that families also can relate to. It's not purely a technological quartier, you know.

M. JUSTIN ESRAIM:

1055 I think one of the first things we want to do is really identify what we feel the problem is and the problem is that this community, although we love it, lacks a certain identity. It is not identity-less, it just doesn't really have a clear identify and there is a lot of confusion, especially for people that aren't here day to day, as to what it is.

1060 On our lease, on our contract, it says St. Henry West on it. It is written six times on our forty page lease that we are in St. Henry West, officially we are in Côte St. Paul. So our landlord, God bless her, in her administration has identified the neighbourhood as St. Henry West, it's not. So there is clearly a high level of confusion as to what this neighbourhood is, which is a great opportunity to solve a problem, and we really believe the first step is identifying the community as to what we want it to be, not to what it is today.

1070 Having a name like where I grew up in Côte-des-Neiges, I grew up in Côte-des-Neiges, so it is Côte-des-Neiges/Notre-Dame-de-Grace. It's a seven word title for a community that exists, that has existed for longer than any of us. But again, it just represents physical areas, it doesn't aptly represent the aspiration of the neighbourhood or the history of the neighbourhood or anything of that nature whereas if you see a community like Griffintown, if you ask people where they live, they don't say they live in le Sud-Ouest, they say they live in Griffintown because they identify with their community. And the problem here is that I don't even think people know what their community really is, especially the people that are transient, like us, who come in for the day and leave for the night.

1075 So we identify the problem, before we provide a solution, we are identifying what we feel what the bigger problems are.

M. MIKE REINHARZ:

1080 A name could be a really nice thing for everyone to rally around and identify with and it could
protrude from the community and attract things from abroad; so yes, that's... No concrete answers
yet. We know what the community has in terms of the rich diversity of families, business owners,
industry, you know, government.

1085 **M. PIERRE CONSTANTIN CHARLES:**

J'aurais une question. Est-ce que vous pourriez nous dire quelques mots sur le processus
de *rebranding*? Est-ce que c'est une démarche qui s'inscrit dans le temps et c'est quelque chose
qui s'inscrit sur quoi, sur cinq ans, sur dix ans? C'est comment on fait une démarche de *rebranding*
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LE PRÉSIDENT :

Et normalement dans une démarche comme ça, quelle est la place du spontané de la
population puis quelle est la place des institutions dans la définition d'un nouveau *branding* pour un
quartier, pour un territoire ?
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M. MIKE REINHARZ :

1100 All that I'm going to say is that it's a fun process, it's a fun process.

M. JUSTIN ESRAIM:

1105 I like that question because it actually forces us to answer something without a real concrete
answer. So the answer is there are multiple ways to go about rebranding. In a community you can
have communal rebranding where you put it out to the community competition style, come up with a
name, come up with a logo. The City of Montreal did it, they awarded big money when they did it
and they got a new logo, whether it was a good result or a bad result is subjective, but getting people
in the community contribute their... In our building alone there is seventeen design companies. I

1110 mean we are a film company, we all work in visuals. There's so many businesses that would probably jump on the opportunity to just contribute something to that process, along with the local graphic designers and the artists that live in the community.

1115 I mean that's just one way of rebranding, I mean there is always, you can give a contract out and hope for the best, but I like the idea of community and I like the idea of getting everyone involved and having a bit of a competition to start the process and it's something that we could spearhead and we could lead with the community. It's something that the community could take on on their own and will consult.

1120 There is no rhyme or reason to how it's done or who does what. It's just, you know, we thought of the ideas of how to go about it and what the next steps are and we feel that the next steps are, you know, maybe putting it out to the community, getting a lot of opinions, suggesting names, suggesting ideas, suggesting imagery that is powerful to the Turcot, like to the Turcot adjacent communities and that's just one way to go about it.

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LE PRÉSIDENT:

1130 Merci. Quand on a commencé nos travaux, nous on cherchait un nom pour notre commission puis on a eu de la difficulté, ça a fini par s'appeler Commission sur l'aménagement des quartiers avoisinants Turcot, qui est pas un *branding*.

M. MIKE REINHARZ :

1135 It's a start, it's a start.

LE PRÉSIDENT :

Les gens nous disent de part et d'autre du canal Lachine qu'ils vont pas l'autre côté, ça pourrait être, c'est un phénomène, moi, qui m'a frappé, plusieurs nous ont dit ça, Saint-Paul, Saint-

1140 Henri, faites deux salons avec des kiosques parce que Saint-Henri ira pas à Ville-Émard, Ville-Émard ira pas à Saint-Henri, etc.

1145 Donc, il y a une problématique c'est certain. Puis en même temps que je dis ça, il y a des petits quartiers clairement identifiés avec une histoire, là, Turcot, Cabot, etc., Saint-Henri. Donc, il y a une réalité tout de même à laquelle les gens se sentent appartenir puis qui est relativement reconnue dans bien des milieux à Montréal. C'est pour ça que je trouve ça intéressant ce brassage d'idées-là.

M. MIKE REINHARZ :

1150 A quick point. I mean make no mistake, we have an immense amount of respect and reverence for the families and the people who have lived in this community for over 100 years and, in fact, there are probably so many stories that deserve to be told about the roots that I think have just as much a place on website or on a video channel that we could create, as would any stories
1155 about present day businesses or the future of the community. Without the past, we are not here and there is definitely no future.

1160 I definitely would not want to disrespect or, you know, try to pave over any of the rich history that came before us. In fact, as storytellers we are very much reverent of the past and I would make every effort to honour the past, people who came before us, in such an initiative that said the rebranding initiative is not meant to forget the past or to erase it, but just meant to re-identify this community for the future so that all of us who are still here, and our children, other businesses, can, I guess, I don't know, feel a bit more present day, that's all, that's all. But the past is very important to us, very important.

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