



**Preston Street BIA
BOARD MEETING
MINUTES**

**Tuesday, January 7th, 2020, 9:30 am to 11:30 am
Preston Street BIA Boardroom**

Attendance: Lauryn Santini, Tony Zacconi, Marcus Filoso, Antonella Ceglia, Claudio Lepore

Absent: Steve Moffatt, Amanda Papalia, Catherine McKenney

1. Approval of Agenda

Approval of Minutes:

Tony Zacconi

Lauryn Santini

Approval of Agenda:

Claudio Lepore

Tony Zacconi

2. Chairperson's Report

2.1 2020 Plan

There are 5 main events on the horizon for the BIA in 2020, these include; Winterlude, Presdelicious, Italian Fest, the Starlight Dinner, and Annual General Meeting. The board agrees that they would like to see sales double for the Starlight Dinner, while keeping the event limited to one date.

Italian Festival: The board agrees that programming for Italian Fest must be more creative. Lindsay is to look into the logistics and feasibility of outdoor Bocce Ball and foosball as options for street programming on Sunday and report back to the Board at the February meeting. The board raises concern over an email sent by Italian Week to **Doug Corner the organizer of the Bike Races** and that the BIA was not cc'd. The board felt it is important to meet with Italian Week to clarify what each group is responsible for and that Italian Week understand that they should concentrate on the piazza site in the parking lot and not get involved in street activities. The board agrees that it is important that the BIA maintains credit for the programming it offers. Lori is to arrange a meeting with Italian Week, Anto and Tony to ensure we are all on the same page.

2.2 Marketing Committee Meeting

The Marketing Committee met on Friday, December 13th, 2020. The purpose of this meeting was to (1) establish a clear voice and brand identity for marketing efforts in



2020, (2) create a plan for the delivery and promotion of Presdelicious 2020, and (3) discuss the implementation of a new website for Preston Street.

2.3 Board Members' Holiday Schedules

The board asks that all members notify the board in advance if they are leaving for vacation.

2.4 Photo Archiving Project

Marcus would like to update the board that the photo archiving project is still underway.

3. Marketing Committee Report:

3.1 Social Media Report

December's 12 Days of Christmas Giveaway saw great results on social media. The Preston Street BIA gained over 100 organic followers on Instagram, while our reach, impressions and engagement all increased by over 50% as a result of this campaign. With this, we saw, on average, 366 profile visits per week for the month of December, compared to 32 visits per week in November. The increase in direct engagement is good for future results, as those who engaged with our content during the giveaway are more likely to have future posts appear on their newsfeed, based on Instagram's algorithm. Both Facebook and Twitter saw substantial increases in both engagement and reach.

3.2 Activity Report

Lindsay completed training for Digital Main Street and is ready to approach member businesses to offer one-on-one support in leveraging digital technologies. The next step is to set up primary meetings and help businesses complete a free online digital assessment.

3.3 Presdelicious

Lindsay is to finish the creation of an information package and sign up form for Presdelicious 2020. The form will be completed and distributed by Friday, January 10th – giving restaurants two weeks to sign up for the event. The board agrees that restaurants should not be required to produce a set menu until closer to the event. A menu roll-out will take place in the week leading up to the event start date. The board agrees that all members should assist in encouraging businesses to participate, after the initial request is sent.

3.4 Mall Maverick Proposal

The marketing committee presents a proposal to have the website redesigned by Mall Maverick. The proposal indicates a cost of \$5000 for software construction, \$2000 for the creation of an interactive map feature, \$1000 for bilingual accessibility and a monthly maintenance cost of \$250. The board agrees that the creation of the website and interactive map should take priority, while expenditure for bilingual accessibility can be decided on at a later date. The board motions to approve expenditure of \$7750 for the



BIA to work with Mall Maverick to redesign the Preston Street BIA website.

Motion Approved by:

Tony Zacconi

Marcus Filoso

Unanimously accepted.

4. Councillors Report

5. Financial Report

6. Other

Claudio Lepore raised the soccer field at the Adult High School for discussion. He advised the board that the MTO will be using the field to build the 417 bridge over Preston Street. He would like the board to consider contributing funds to improving the field when the MTO must replace it. He is suggesting it should be upgraded to astroturf. This would give three more months of use of the field and minimize maintenance costs. The board agrees that the soccer field is good for the area and drives traffic, specifically families, to Preston Street. While funding this project does not fall within the mandate of the BIA, the Executive will assist in convincing the MTO to fund it. Claudio stated that the soccer club could contribute up to \$200,000. The board agrees that the field is used as an event space, and therefore the BIA should be involved in the decision-making process and should have a say in the area's design. Claudio is to send Lori costs for replacement of the irrigation system, sod replacement versus the cost of astro turf and the potential improvements to field use that would result from reinstating the field with astro turf.

Rules of Order:

The board would like to emphasis the need for members to seek the approval of the board before speaking on behalf of the BIA. Robert's Rules of Order must be followed in raising new items. This will be discussed at the next board meeting.

Carry Forward Items: