



**Preston Street BIA
BOARD MEETING
MINUTES**

**Tuesday, February 4th, 2020, 9:30 am to 11:30 am
Preston Street BIA Boardroom**

Presentation by Robert MacNeil, Director, Realty Initiatives, and Lisa Dalla Rosa, Ottawa Community Housing re: Gladstone Village Development Plan

Notes

- Reality Initiatives has acquired the lots of Rochester Heights, between Gladstone and Balsam as well as Plouffe Park.
- Renewal of Rochester Heights: Phase 1 is set to be completed by June of next year.
- Renewal of Rochester Heights: Phase 2 has a timeline of 2-5 years.
- This development will feature mid-rise residential units that offer a state of the art sustainable design that is the first of its kind in Ottawa.
- Units will be low, mid and high rise, as well as townhouses, with frontage onto Rochester Street.
- Previously, Rochester Heights hosted approx. 100 units of affordable housing. The redevelopment of this space will allow for 900 units of mixed density, mixed use and mixed income housing, as well as commercial and office space.
- Though this project will feature mixed use and mixed income housing, it will be cohesive with a “village-like” aesthetic.
- Gladstone Village will cover area up to Plant Bath Recreation and along the O-Train Corridor, with the Gladstone LRT Station tentatively scheduled to be completed in 2023.
- The approximate height of the units in this project would be 23-30 stories.
- Gladstone village will offer more than 1100 units of mixed income and mixed density residential.
- Access to Gladstone Village from Preston is proposed to be 1) Oak Street, 2) Balsam. The Board expressed concern about Balsam and asked if a transportation study would be done in advance of approval of these access routes. Balsam is consistently blocked by tailbacks from the traffic light at Gladstone and Preston. Balsam is an undersized road that becomes one lane wide during winter. Larch would be a better choice as it is further from the above noted intersection and is full width.

Attendance: Tony Zacconi, Antonella Ceglia, Claudio Lepore, Amanda Papalia, Steve Moffatt, Lori Mellor, Lindsay Childerhose

Absent: Lauryn Santini, Marcus Filoso, Catherine McKenney



1. Approvals

Approval of Minutes:

Tony Zacconi
Antonella Ceglia

Approval of Agenda:

Steve Moffatt
Tony Zacconi

2. Chairperson's Report

2.1 Security for Italian Festival

The city now requires seat meetings to take place for the planning of Italian Festival. At the preliminary seat meeting, which took place January 14th, 2020, the City of Ottawa proposed a new risk for which we are expected to mitigate against at this event. The city would like to see barriers put in place to protect pedestrians against the threat of a vehicle ramming attack. After meeting with The Ottawa Police, a few options were proposed, with their primary suggestions being that of jersey blocks, layered at the intersections of Preston with Gladstone and Beech Streets in an effort to thwart an oncoming vehicle. A secondary suggestion by the Ottawa Police force was to park security trucks across each point of access. Spike strips were suggested however; only the police have access to these devices and therefore cannot be used in public events. The board feels that the safety of event goers is of the utmost priority. The board voiced concerns about the ability to move the jersey blocks in the event of a medical emergency. With this, the board agrees that parking volunteer vehicles across access points at both major intersections (Beech and Gladstone) would be most effective. All entrance ways will be manned by volunteers who can respond quickly to an emergency and move the vehicles if need be. The board agrees that, based on 45 years of experience successfully running the Italian Festival, this decision will be the most effective way to ensure the safety of event goers.

2.2 Bambini Repairs

Some issues raised about the Bambini include (1) the incorrect spelling of (Viva L'Italia), (2) incorrect protocol for the order of the flags, and (3) the overall design of the soccer player statues. Lori Mellor proposes that the BIA should reach out to the artistic community to solicit ideas to improve the Bambini. This could be done in the form of a design contest, where the winner is awarded a contract to beautify the structure. The board agrees that a project to fix issues (1) and (3) should be considered. Some options put forth by members include; sandblasting the heads of the soccer player statues and working with a welder to fix the spelling of Viva L'Italia. Steve is to supply the board with a contact for this project. The board raises concern about overspending on repairs, as the Bambini has cost the BIA a substantial amount to date.



The BIA is to send out a request for proposals to the artistic community, in the form of a design contest, through which a budget for the repair of the Bambini can be established.

Motion Approved by:

Antonella Ceglia

Amanda Papalia

2.3 MTO Meeting Re: Queensway Replacement

Lori and Antonella met with MTO to discuss the future replacement of the Queensway overpass on Preston, which is scheduled to begin in October 2023. However, work will be done on the bridges at Booth and Rochester in the next few years. The BIA must reapply for a permit for the heritage mural painted on the side of the bridge. The board agrees that the rail system used to support the murals should be kept, and so the BIA must insist that it be incorporated early in the design of the bridge. MTO also took issue with the “Little Italy” lighting signs on either side of the bridge. The BIA would like to approach MTO for funds to cover the cost of marketing fees that will be needed to manage expectations and help redirect both vehicle and foot traffic during the bridge replacement. Lindsay is to prepare a marketing proposal for MTO. The BIA would like to create an event around the bridge replacement – ideas from board members are welcome.

2.4 Soccer Field

The BIA would like to see new turf and lights installed at the St. Anthony’s Soccer Club field. The addition of lights would extend the time of use for the field, increasing its potential to generate revenue. Additionally, it is noted that the BIA would like to see the vines on the fences around the field removed to make the field visible from the street. The board agrees that St. Anthony’s Soccer Club must give the BIA a clear idea of how they would like to structure management and maintenance of the field, and what funds they can contribute to upgrading the field to sod and adding lights, while the MTO is replacing the field. Steve expressed interest in potential for private funding for this project. Claudio is to reach out to a contact at St. Anthony’s Soccer Club to discuss both of these matters. With this, the board agrees that a first step would be to create a plan to be sent to the School Board. Claudio is to schedule a meeting with Soccer 7 and is to coordinate this with Antonella and Lori.

2.5 Albert Street Arch

The councillor reached out to NCC on this, as NCC owns this land. The land is a public national site of importance, meaning the BIA is required to fill out an application for it. Antonella and Lori are to meet with NCC representative, Laura Mueller.

2.6 Replacement of Little Italy Signs on 416 and 417



The MTO has advised the BIA that it must renew the encroachment permit and replace the Little Italy signs at a cost of \$1500.

MOTION: That the Board approve an expense of \$1500 for the renewal of the encroachment permit and replacement of the Little Italy signs on either side of the 416 and 417.

Moved by:

Steve Moffatt

Seconded by:

Tony Zacconi

Unanimously accepted.

2.7 Safety and Security Update: Response from SWCHC

SWCHC responded to the boards inquiry – refer to last page of the agenda. With this, as a result of the community safety meeting held in Decemeber 2019, Preston Street will see return of foot patrol from the Ottawa Police Force starting in the Fall of 2020. Preston Street businesses can expect to see officers on foot in the area daily, starting in September of this year.

2.8 Bollard Hit by Snow Removal

A bollard on Preston was hit and damaged by snow removal services – it has since been reported to the City. Repair costs should be covered by the City's Surface Operations Branch.

2.9 Little Italy Lights Out on Arch, South Side of Queensway

A work order has been submitted to repair the lights on the Arch and the south side of the Queensway. As well, Ray Neon will inspect the bolts attaching the lights to the south side of the overpass and repair if possible.

2.10 Board Protocol

Deferred to next board meeting.

3. Marketing Committee Report:

3.1 Social Media Report

The results of our December giveaway meant that January's analytics for Instagram and Facebook saw a slight decline by comparison. However, when comparing engagement to the month's November, December and October, our engagement is more than double for these two platforms. This means that the giveaway worked to secure a following, and that twice as many people are seeing our content on their newsfeed. With this, the BIA has officially reached 3000 followers on Instagram, which represents a growth of 200 organic, new followers since our initial social media audit on November 25th, 2019. The



audience on social media has slightly changed as well, with 4% of our Instagram followers now based in Toronto – this number was 1% last month. A goal of the marketing committee is to see the percentage of followers in neighboring cities grow as we work to position Little Italy as a front of mind tourist destination. Lastly, Twitter analytics increased substantially for the month of January. This is largely due to the BIA's involvement with Winterlude. Due to effective cross promotion, the Preston Street BIA is now more connected, on Twitter, to accounts such as Ottawa Tourism, Capital Experience and some of the other BIAs in Ottawa.

3.2 Activity Report

The proposal for a new website supplied by Mall Maverick at Mobile Fringe has been officially signed and returned. The BIA applied to a grant offered by Bilingual Ottawa in December of 2019 that would seek funding for the development of a new website that has the ability to offer both French and English translation. This grant application was approved on February 3rd, 2020 for the amount of \$25000, of which \$8000 is to be allocated to the development of a new website, including up to \$2500 in translation fees. Lindsay will report back to the board once a timeline is established on website integration.

3.3 Presdelicious

With 10 restaurants officially signed up, Lindsay requests the boards assistance in encouraging the remaining business owners. The event has been uploaded to the website, and all graphic design collateral is prepared for advertising, with a professional photographer scheduled for Wednesday, February 5th to take pictures of participating restaurants, as well as Sunday, February 9th. The proposed budget for advertising expenses is \$5000. All graphic design and creative writing is done internally, and the campaign is largely focused on digital marketing channels. Refer to last page of minutes for the breakdown of budget.

MOTION: That the Board approve an expense of \$5000 for advertising expenses for Presdelicious 2020.

Moved by:

Steve Moffatt

Seconded by:

Antonella Ceglia

Unanimously accepted.

4. Councillors Report

5. Financial Report



6. Other

The Chair of OCOBIA sent a letter to Anto, asking if Preston Street would consider joining in 2020. The membership fee for Preston Street is \$7,500. The Board does not feel that they have seen significant progress to justify so large a contribution from the Preston BIA. Lori is to forward the OCOBIA letter to the Board. The board feels that the BIA should defer a response to OCOBIA until such time as they feel there would be value for their investment. Lori is to respond to OCOBIA advising them of the Board's decision.

MOTION: That the Preston BIA shall defer a decision on joining OCOBIA until 2021.

Motion Approved by:

Tony Zacconi

Steve Moffatt

Carry Forward Items:

1. MTO Bridge Replacement Event Ideas
2. Timeline and Design of New Website
3. Board Protocol

Presdelicious 2020		Creative Expenses
Photography		1600
Graphic Design		0
Creative Writing		0
		Advertising Budget
Faces Magazine Article		300
Narcity Article		1250
Snap Chat Filter		0
Budget for Paid Advertising		300
Influencer Budget		500
Post Cards (Printed)		500
Additional Marketing Expenses		550
		Total
		5000