



Preston Street | OTTAWA

**Preston Street BIA
BOARD MEETING
MINUTES**

**Tuesday, March 3, 2020, 9:30 am to 11:30 am
Preston Street BIA Boardroom**

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

Absent: Catherine McKenney

1. Approval of Agenda

Approval of Minutes:

Tony Zacconi

Marcus Filoso

Approval of Agenda:

Tony Zacconi

Marcus Filoso

2. Chairperson's Report:

2.1 Update on Albert Arch potential fountain / water feature

Last month, Antonella and Lori met with NCC to discuss next steps. Two notions to consider; (1) the BIA may be able to work with a developer on this project, and (2) there may also be a need for a water feature. The board is to consider an interactive water feature. Lori and Antonella will be meeting again with NCC in the Spring. The BIA would like to capture businesses that will be opening on Albert Street as Lebreton Flats expands. The board raises questions about the BIA's branding – would the area still identify as Little Italy? This is to be discussed at a strategic planning meeting in the future.

2.2 Soccer Field progress report

The board agrees that it is still worthwhile to pursue the soccer field, however board members raise concern that no real lead on this project has been established. While several meetings have taken place between board members and parties of interest, little progress has been made. Antonella and Lori met with Soccer 7 last month, however the organization is currently over-extended financially and do not have the cash flows to support this project. Claudio voiced that the potential revenues on this project are too small to take advantage of the St. Anthony's Soccer Club. The Executive Director



expressed concern that it may be too late to take advantage of working with MTO on this project as they are currently in negotiations with the School Board. The board agrees that, in order to successfully move forward with this project, a business plan must be created, complete with a project lead and budget. Additionally, the board agrees that the lead on this proposal could reach out to the community with this business plan to garner additional support. Steve suggests the use of a consultant on this project; once both need and viability are established, the project could be handed off entirely to a consulting firm. The question remains and “who will pay for the consultant to develop the business plan?” With this, it is suggested that the BIA could consider a corporate sponsorship to pay to develop the business plan.

The board raises the question; what is the BIA’s role in projects like this one? What liability would the BIA be exposed to in leading this project? The mandate of the BIA is to generate activity that draws customers to the area. The board feels this project aligns with that objective and therefore should be pursued. The Board will meet with the School Board to ensure the field will be available in the long term, and the School Board’s interest in a third party taking over management of the field.

2.3 Gladstone Station District Secondary Plan to be held Tonight, 5:30- 8:30, St. Anthony’s Hall A.

An info session is to be held tonight concerning Gladstone Station. The City of Ottawa will also present their plan for the area.

2.4 Board Protocol

The Chair of the Board thanks board members for the energy, interest and dedication they express in pursuing matters of interest to the BIA. In order to ensure that board meetings run most efficiently, it is important that board members remain on topic with all discussions. Any topic that is not on the agenda can be added to “Other” at the beginning of the meeting and if there is time at the end it will be tabled for discussion. It is important that all board members arrive on time, be present and remain free of distractions, such as cellphones. The Chair would like to emphasize that all members should feel respected and heard at meetings.

3. Marketing Committee Report:

3.1 Night Lights

This year’s Night Lights Festival ran smoothly, with Dems and Dolls putting on a well executed event. The BIA’s involvement with Winterlude brought about an obvious increase in traffic, however, concerns were raised by board members over the cost of the event, versus its benefit. The board asked what impact the event had on traffic to the area. It was noted that there were a lot of people on the street, but we have not heard from the businesses on whether this impacted their sales volumes. Additionally, the board raises concern that Dems and Dolls offered identical programming to the Downtown Rideau BIA the weekend before.



This event was also part of Winterlude and was in direct competition with Preston Street for traffic. The board agrees that a discussion should be had regarding the benefit of this event in the future.

3.2 Presdelicious

Presdelicious kicks off on March 5th, with a record number of restaurants participating. The marketing committee would like to extend thanks to board members who helped bring restaurants on board for the event. Due to the help of board members, Presdelicious 2020 will feature 12 participating restaurants, with a wide range of cuisine. Lindsay will be appearing on CTV Morning Live on March 4th, with Chef Eric Diotte from Divino Wine Studio, to promote the event and Little Italy as a whole. Presdelicious was featured on Narcity Canada on February 27th to an audience of 500K, and boosted to Ontario specifically. The BIA has allotted \$300 to a paid advertising budget on social media, and will be working with influencer Katie Hession of “yowcitystyle” on Instagram to promote the event as it happens.

3.3 Social Media Report

All three social media platforms used by the BIA have positive analytics for the month of February. On Instagram, average weekly profile visits increased by over 300, and average weekly website clicks increased by over 150. This means that more users are looking at our profile than ever before. Both reach and impressions on Instagram increased by over 50%. On Twitter, average tweet impressions increased to over 8,000 and profile visits tripled – reaching 150. On Facebook, page views increased from 175 in the month of January to 500 in February. Due to paid and targeted advertising, post reach and engagement saw increases of 1000% and 475% respectively. Once again, this means that more people are viewing the BIA’s online profiles than ever before. This is good for future engagement, and it is the hope of the marketing committee to continue this upward trend.

3.4 Activity Report

In addition to the organizing of both Night Lights and Presdelicious, Marketing is hard at work ensuring the progress of the new website, which is currently in the integration phase.

3.5 Marketing Committee Meeting, Tuesday March 10th, 10:00am, La Roma

This meeting will discuss strategic objectives, online brand profile and the objectives of the new website.

4. Councillor’s Report:

5. Financial Report:

5.1 Unaudited financials for 2019

5.2 January financial report



6. Other:

Next meeting: Tuesday, April 7th, 2020, 9:30 am to 11:30 am