



Preston Street | OTTAWA

**Preston Street BIA
BOARD MEETING
MINUTES**

**Tuesday, February 2nd, 2021, 9:30 am to 11:30 am
Zoom Video Call**

Attendance: Antonella Ceglia, Tony Zacconi, Lauryn Santini, Steve Moffatt, Marcus Filoso, Claudio Lepore, Lori Mellor, Lindsay Childerhose, Claudia Sydor

1. Approval of Agenda

Approval of Minutes:

Claudio Lepore
Steve Moffatt

Approval of Agenda:

Steve Moffatt
Tony Zacconi

2. Chairperson's Report

2.1 Grant Updates

2.1.1 Digital Labs Pilot Update

The BIA has received its first payment for the Digital Labs Pilot grant. The project is well underway, with phase 1, the illustration of the map overlay to be completed this week. Once completed, the map will be sent to software team at Mobile Fringe to be made interactive and integrated with our directory. The software team will also install wayfinding routes, which will help users to find a destination and path on the map. This feature, along with parking icons, also makes this project eligible for the Parking Marketing Grant offered by The City of Ottawa. With this, the software team is building a feature that will let the members post their own events and promotions using a login feature. Members can also submit events and promotions by email.

2.1.2 Introducing Claudia Sydor

The BIA would like to introduce Claudia Sydor to the board. Through the Digital Labs Pilot Program, Invest Ottawa has made additional funds available to hire a temporary outreach worker, Claudia. As we launch new features on our website, Claudia's role will be to help members get familiar with these tools. Claudia will be



calling the members directly to teach them about the new interactive map and member login in feature, and will update their information in our member database at the same time.

2.1.3 Invest Ottawa, Digital Main Street Video Grant

Invest Ottawa has made a new round of funding available to help BIA businesses promote themselves through professional video content. The available funding totals \$20000, and the BIA will be taking advantage of all available funds to produce high quality video footage for member businesses. This money will be used to execute the following three projects:

2.1.3.1 People on Preston

Invest Ottawa has made \$10000 available to produce member profile videos. The BIA would like to use this money to relaunch People on Preston in an engaging, interview-style video series. These videos will be uploaded to the Preston Street website and rolled-out on social media. Members will also receive copies of their video, including short edits optimized for social media.

2.1.3.2 B-Roll Footage

Invest Ottawa has made \$5000 available to shoot B-Roll footage for Preston Street. This footage will include streetscape shots, street features, and general footage of storefronts, products, service areas and business owners. When ready, this footage will be made available to the membership to use on their websites and social media. This can be seen as a bank of “stock” footage, specific to Preston Street, that members will have access to at no cost to them.

2.1.3.3 Area High-lights

Invest Ottawa has made \$5000 in funding available for the production of a BIA feature video to promote the area and business owners. The BIA will be working with videographer, Mike Scherling, on this project and will have the final product ready by March 31st.

2.2 Transformation Team Update

The BIA has begun working with the Digital Transformation Team to improve our digital presence and online brand. The team will work with us for two weeks to improve our access to Google Analytics, create a brand guide and write web content.

2.3 Research Grant



The BIA has applied for a research grant through the City of Ottawa Economic Development branch. This grant will be applied to a strategic planning process for the Board to enable us to have the time to think about what we want to accomplish in the next 5-10 years, and what steps will be necessary to enable these goals.

Total cost for the Strategic Planning session is \$26,000. This grant would cover half of the cost. We also applied for a grant from the Province for the whole \$26,000. Both grants close at the beginning of March, so we expect to find out if we have been successful by mid March.

Next Meeting : Tuesday, March 2nd, 2021 on Zoom Video Call