



Preston Street | OTTAWA

**Preston Street BIA
BOARD MEETING
MINUTES**

**Tuesday, April 13, 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

1. Approval of Minutes

Claudio Lepore
Steve Moffatt

Approval of Agenda:

Steve Moffatt
Tony Zacconi

2. Chairperson's Report

2.1 Road closures for Patios

The ED reported back to the Board with costs for closing Preston Street around restaurants that want to extend patios. The Board is proposing to close as follows:

May 22-23

June 19-20

July 17-18

August 20-21

We have received a quotation from JF Picard to provide the closures including all signage, barricades and protective barriers. Each weekend closure would be provided at a cost of \$19,850.

MOTION: The the Board approve road closures for three weekends on condition that one can be moved to a different weekend this calendar year.

Moved by Steve Moffatt, Seconded by Claudio Lepore, unanimously accepted.

The ED was instructed to move forward with the agreement including a cancellation clause whereby the BIA can give 72 hours notice of cancellation of road closure without penalty.

2.2 Summer Street Décor Bid

The Board considered two proposals for summer street décor. It was agreed that they preferred the design from Sharon House. The Board opted for \$10,000 for latex flowers to be mounted on lighting poles, and two vignettes at \$5000 each, composed of small cars decorated and animated with flowers to be placed at Carling Avenue and at Gladstone.



MOTION: That the Board approve spending \$20,000 for street décor that will be in place from May to the end of September.

Moved by: Lauryn Santini

Seconded by: Steve Moffatt

Unanimously approve

2.3 Strategic Planning Grant and Funding

The BIA has been awarded a grant of \$13,000 from the City of Ottawa which covers 50% of the cost of the strategic plan. The BIA also applied for Provincial funding for the balance of the grant, but were declined. The Board must decide if they would like to take the balance of funding from our budget. The ED was asked to provide more information, and the decision was tabled to the May meeting. Proposal is attached for Board review.

2.4 Digital Labs Grant Update

The Website renewal project is complete and the map is live. The BIA has been paid in full. Outstanding items for the website include posting the People on Preston Videos and developing the Leasing page.

The Videographer has completed all 29 videos for businesses, and they have been sent to the Businesses. He has also completed the video for the BIA itself, and the B-roll that has been also made available to all of the members.

3. Financial Report

The ED was pleased to report that the office had generated total of revenues and in-kind for 2021 ytd of \$152,411

This includes the following:

Digital Mainstreet (website, translation, map)	\$32,150.00
Graffiti management	\$14,000.00
People on Preston Videos	<u>\$30,000.00</u>
	\$76,150.00
Adding in the funding that is not tied to specific expenses	<u>\$76,261.00</u>
Total revenues	\$152,411.00

Next Meeting : Tuesday, May 6th, 2021 on Zoom Video Call