

**Preston Street BIA
BOARD MEETING
MINUTES**

Tuesday, June 1, 2021, 9:30 am to 11:30 am

Zoom Video Call

Attendance: Tony Zacconi, Lauryn Santini, Antonella Ceglia, Marcus Filoso, Lori Mellor, Claudio Lepore, Steve Moffatt, Rebecca Judd

1. Approval of Minutes

Lauryn Santini

Tony Zacconi

Approval of Agenda:

Lauryn Santini

Marcus Filoso

2. Chairperson's Report:

2.1 Strategic Plan: VOTE REQUIRED

The strategic plan was previously tabled at last month's meeting. 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 board must decide if they'd like to pay the balance from our budget.

The board has not yet come to a consensus, and has decided to meet with Rob Dale to weigh the decision further. A meeting with Rob will be scheduled for Wednesday, June 9th at either 11:30 AM or 2 PM, pending his availability. A final decision has been tabled to the July meeting.

2.2 Road Close for Restos

We are waiting on further information from the City of Ottawa on whether we can have a road closure to expand patios and generate business.

2.3 Street Maintenance:

a) Bambini Benches

The benches need to be sandblasted and repainted. Gianni Frigo is going to pull them out and sandblast them for a total of \$4000.

b) Tree Guards

Tree guards are the property of the Forestry department. We have requested the tree guards to be painted again, but have not had a response, and based on previous experience they may not have budget to paint them this year. The ED was instructed to hire Denis Klavdianos to paint them as they are looking bad.

c) Heritage Mural Pressure Washing

The Queensway overpass is being pressure washed this week, and they will try to clean the blade signs as well. The blades are corroding, and due to the delay on replacing the Queensway we have not yet replaced them. We will get an updated quote on their refurbishment and seek funding from the city. This will be revisited at the next meeting.

d) Power panel at Icon

The power panel must be moved, as it is obstructing the entrance to the Icon. Since the panel box is quite old, it too will be replaced. The box will be relocated to fit between the columns on the east side of Preston. Icon is paying all costs, and meeting requirements set by Hydro Ottawa.

e) Repair Little Italy Lights

The lights on both sides of the overpass have the swoop on the L out. The ED will book the repair.

f) Waste bin audit and moving

The waste bins will be repaired and cleaned. The bin in front of Pub Italia will be moved, because there is not enough room for the right-of-way. They will be cleaned in 3-4 weeks. The ED will inquire into a waste bin for Steve by the bench at the crosswalk.

g) Benches under Queensway: Bench Options

The BIA has requested replacement of the benches. We are awaiting a decision on colouring from the board. Another option is to investigate a vinyl-wrapped panel at the

back of the benches, with the Italian flag featured. The ED will inquire and see if we are permitted by the City to paint our own benches in the Italian flag colours.

The Board has unanimously decided to move forward with the Maglin MLB300 design for the benches.

h) Plant flowers at Bambini

Flowers have been planted at Bambini, but some have since been removed. In future seasons, the Board has instructed that future planting should include such as hostas, tall grasses and ferns as they are hardier.

i) Move Car display

The car display has been moved from the previous location at Preston and Gladstone to Preston Garage.

j) Unwrap public art

In line with the stay-at-home order, City of Ottawa Public Art department have not come by to unwrap the public art. Marcus will unwrap the art, and the wrapping will be kept at the BIA office. UPDATE: Art was unwrapped during the board meeting.

k) Tree lights

The tree lights in the summer are checked every two weeks. If there's an issue, the lights will be repaired, or the breaker will be reset. If there are further issues, the electrician will be contacted.

2.4 French Grant

The BIA has applied for \$25,000 to do a reopening in both official languages.

There are three components:

- bilingual signs for members to design, translate and print (including menus)
- bilingual mural/window project, complete with upbeat messaging about reopening
- photography program, for members to be featured holding reopening signs:
"We're Open / Nous Sommes Ouvertes"

We are awaiting our status on this grant.

2.5 Trillium Grant for Road Closures

The BIA is applying for a Trillium grant that will pay for us to do those road closures for the patios. The BIA will pay, and then be reimbursed.

2.5 Parking Marketing Grant

The BIA has received \$10,000 for the parking marketing grant, for the map and locating parking throughout Little Italy. We can put this forth into future projects.

2.6 Grant assistance to members

The BIA has interacted with members and helped them to navigate the financial assistance. We are working with other members on grant assistance.

The area has had issues with homeless encampments throughout the District. The City is breaking up these encampments, and the BIA will keep an eye on these developments.

2.7 Break-ins, bikes stolen

If businesses are noticing any back-end break-ins or property stolen, they are to contact the ED who will send along a form for Ottawa Police. This item will be included in future newsletters.

3. Financial Report:

The financial report was not discussed, as we are waiting on the City of Ottawa for further information.

4. Marketing Update:

4.1 New Marketing Coordinator Introduction: Rebecca Judd

4.2 Social Media Update

Despite a lull in activity due to the role transfer between Lindsay and Rebecca, our engagement is growing across social media. Our Instagram account is approaching 4,000 followers – Rebecca expressed interest in a special 4,000 follower celebration post.

Moving forward, Rebecca has outlined several interests of hers for growing the platforms: increased engagement with businesses (story shares, quote tweets, comments etc.), and getting out the People on Preston posts.

4.3 People on Preston Videos Update

The People on Preston videos have all been sent to the members, including their interview videos and photos to be used on social media. Rebecca and Lindsay have started rolling the posts out, and there has been great engagement on what's already posted. Rebecca and Lindsay will start uploading the videos to the website this week or next week.

5. Other

- **In Camera meeting to be held by the Board to discuss role and responsibilities of the Executive Director. Date set for this Thursday, June 3rd.**
- Amanda has resigned from the board, effective immediately. Marcus will reach out to staff members of Preston Hardware to ask if they would like Board membership. With 2022 being an election year, there is also the question of governance of the Board moving forward.
- **Italian Festival:** Antonella has proposed a small giveaway collaboration between the BIA and the festival coordinators. The BIA has proposed the donation of five Preston Street gift certificates each valued at \$100 that will then be reimbursed by the BIA. The BIA will also assist in terms of marketing cross-promotion on social media channels.
- The City is requiring the BIA to update bylaws and procedures, in order to standardize across the BIAs. A few changes need to be highlighted to the board. The BIA must also vote on these laws and by-laws and present them at the AGM. Steve will provide additional notes on the decisions.

Next Meeting : Tuesday, July 6, 2021 on Zoom Video Call