

# **Preston Street BIA**

## **BOARD MEETING**

### **MINUTES**

**Tuesday, July 6, 2021 9:30 am to 11:30 am**

343 Preston Street

**Attendance:** Antonella Ceglia, Lauryn Santini, Marcus Filoso, Claudio Lepore, Steve Moffatt, Joey Frangione, Rebecca Judd

#### **1. Approval of Minutes (TBD)**

##### **Approval of Agenda**

Steve Moffatt

Lauryn Santini

#### **2. Chairperson's Report:**

##### ***2.1 Road Closure***

The Board has decided that further feedback is needed from the membership before moving forward with a decision on the future 'Piazza on Preston' road closures. We have decided to **send out an additional news alert on Wednesday the 7<sup>th</sup>**, calling for one last round of feedback, and will proceed after some final comments. The Board is considering additional measures in order to generate further success for the road closures: this includes the possibility of **no July weekend** and moving straight ahead to August or starting **later in the day** and closing closer to mid-afternoon or evening.

##### ***2.2 Survey Results***

The Board reviewed the survey results from our road closure survey to gauge further decision-making. The survey was circulated among our 230 subscribers overall, and we received 15 responses.

**Question 1: Would you like the Preston Street BIA to sponsor additional road-closures this summer?** Generally tied – five said yes, six said no, three said indifferent

**Question 2: If you answered yes, would you like to see a 1- or 2-day road-closure?** Two said 1-day, four said 2-day, 2 did not respond

**Question 3: Which day or evening would you prefer? (Check all that apply)** Four said Friday evening, two said Saturday morning, seven said Saturday night, four said Sunday day, five said Sunday night, five said N/A

**Question 4: If you answered 'no' to further road closures, why?** Four said difficult to access Preston Street, five said negative impact on business, one said concerns over COVID-19 safety, eight skipped

**Question 5: Will you participate in future road closures?** Six said yes, six said no, one said unsure, one skipped

**Question 6: What would improve the road closures and make it worthwhile for your business?** Two said more time to plan, one said better external communications, three said better contingency plans, three said other (note: have not received a forwarded response), five skipped

Overall, the results indicate an even split between those who support the road closures and those who do not. The board is still undecided as to the status of future dates and will rely on more survey results to guide the decision-making.

Leading off the review of this feedback, the Board has agreed that Lindsay and Rebecca should conduct an internal audit of the Mailchimp subscriber list to determine which businesses are and are not engaging with communication materials. Our engagement rate for internal communications is low, and higher numbers are needed if the Board is looking to make decisions that align with the views of the membership. Lindsay and Rebecca will meet later this week to coordinate an outreach strategy.

### **3. Financial Report:**

#### **3.1 Grants**

##### ***3.1.1 Healthy Communities Grant – for Road Closures***

On June 25th, Lindsay and Rebecca applied to the Healthy Communities grant on behalf of the Preston Street BIA. This grant is available through the Community Foundations of Canada and the Government of Canada. This grant will be applied towards the cost of the road closure series, including security, permits and other expenses. The BIA has requested the full cost of all four closures, about \$98000 (98722). The grant closed on June 25<sup>th</sup>, and Round 2 applicants are expected to receive results by September 16, 2021.

##### ***3.2 Lindsay Childerhose to stay on until end of July.***

She will continue her role of marketing support and continue to mentor Rebecca with other tasks as they arise.

##### ***3.3 New space at 343 Preston Street***

The Chair has formally started the process to move the BIA headquarters to the Regus shared office space on the 11<sup>th</sup> floor of 343 Preston Street. The lease at 118A Preston Street will end on August 31<sup>st</sup>, with move-in to Regus aimed for September 1st. We can rent furniture at the Regus free of charge, under our membership portal. Rebecca has been asked to make a spreadsheet list with furniture items we should get rid of from the current office location.

The Board has brainstormed potential options for disposing of the BIA headquarters furniture. Options include local charities, the Habitat for Humanity ReStore, and posting on Kijiji for pickup. Further options will be discussed. Concerning the tulip bulbs, Steve has mentioned that we are permitted to bring them to 343 Preston Street, and keep them in a storage location.

### **4. Marketing Update:**

#### ***4.1 Social Media Update***

**Instagram:** This month, we have reached 87% more accounts, and our follower count is up 3.6%. We are also growing in our story interactions but experiencing a decrease in post

interactions. This could be because there were less posts made to the feed, and more of a focus on story sharing and other promotions.

**Twitter:** Tweet impressions were up by 10.8%, but profile visits were down 41.3% compared to last month. This could, however, be due to the Twitter traffic from the spring vignette statement. Top interactions include a follow from MP Mona Fortier, and Councillor McKenney's tweet promoting our road closure.

**Facebook:** We reached less people in June, with post reaches and engagement down about 30%. We did get 21% more page views than in previous months.

#### ***4.2 People on Preston Videos Update***

Rebecca has started uploading the member videos to our YouTube under 'unlisted' status, so that they can be uploaded to the member profiles on our website. They will eventually be uploaded for promotion on YouTube and other social media channels as well. Marcus and Antonella suggested using sponsored posts to boost the 'main video' (currently in use on our webpage). Rebecca will explore this option for Instagram and Facebook.

#### ***4.3 Website Update***

Rebecca has caught up with new business updates to the webpage, adding six new members and changing other members' information. We have added the Welcome to Preston Street! video to our landing page and are coordinating with Caitlin of MobileFringe to update the list of landmarks and interactive map tools. We have also included an event promotion for the road closures, left with ambiguous 'patios on Preston' branding in case of any changes to the current road closure plan.

##### ***4.3.1 Internal Database Update***

The internal database has been updated to reflect changes in business membership. Marcus previously mentioned there were additional members to include to our internal database and Mailchimp database – we will update the internal database further when those names have been received. Rebecca has been instructed to re-check Anka's status on the mailing list sheet, and to remedy the issue with Kochu's address.

As part of the audit, the Board has recommended that Rebecca look at members' contact information and try to update it as changes get made. Rebecca has agreed to help with this as part of the outreach strategy.

#### ***4.4 Road Closures – future marketing***

Looking ahead to the next series of road closures, the Board has revisited several marketing strategies and best practices. Here are some considerations:

- The templates are generally favoured, and colouring should be done so that it is in line with newsletters, social media accounts and other promotional outlets.
- It is important to establish which businesses support the road closures, so that our marketing efforts encourage a diversity of promoted locations and services. The road closures will continue to be branded as a family event, encouraging patio dining along with other activities.
- The Board has agreed that we should consider other outreach strategies in order to promote the road closures.
  - One idea that we did not use was paid promotions across Instagram and Facebook to promote our feed posts.
  - Other ideas include posting a countdown to Instagram Stories so that it gets saved on people's calendars and creating an event page on Facebook to RSVP.
  - Antonella has suggested that we contact CTV Ottawa and other media outlets for press opportunities.
  - Steve has suggested that we consider printing vinyl signs and placing them weeks in advance at key locations (eg. Preston and Carling, Preston and Gladstone, etc.)

#### **5. In Camera Meeting**

**Annual General Meeting: October 5, 2021**

**Next meeting: Tuesday, August 10<sup>th</sup>, 2021**