

Preston Street BIA

BOARD MEETING

Minutes

Tuesday, August 10, 2021 9:30 am to 11:30 am

343 Preston Street

Attendance: Antonella Ceglia, Steve Moffatt, Marcus Filoso, Joey Frangione, Tony Zacconi, Rebecca Judd

1. Approval of Minutes

Approved by Steve Moffatt

Seconded by Marcus Filoso

Approval of Agenda

Approved by Steve Moffatt

Seconded by Tony Zacconi

2. Chairperson's Report:

2.1 Ferragosto Car Showcase

This Sunday, August 15th, the BIA will be co-hosting the Ferragosto car showcase. This is being put on by the Italian Car Club of Ottawa, the Ottawa Chapter of the Ferrari Club of America, the Alfa Romeo Club of Ottawa and AMiCi. Our point-of-contact for this event is Delio D'Angelo.

The BIA's responsibilities for this event include: notifying the city, promoting via social media and press releases, and distributing membership communications. We have notified the city for this showcase. We have posted promotional materials to our social media channels, and will continue to do so this week. Rebecca has also volunteered to be on the street on Sunday, taking pictures and video of the cars displayed. We have distributed flyers and two news alerts to our member businesses, and another one will go out next week.

2.2 Move to the Regus

Rebecca and Anto have been coordinating different logistics of our move to the Regus, including junk removal, moving support, cancelling accounts, and more. Rebecca has contacted Jeff McKinstry of McKinstry Moving – he can help with moving items to the storage locker, junk removal and any buy-and-sell of furniture that remains.

Rebecca has created a furniture database to mark all the items remaining at the office. The Board has requested that Rebecca shares the database, so that Board members can claim any items that may be theirs or may be of interest.

The BIA sought permission from Pietro Derosa to potentially move out on September 2nd, and it has been granted – the BIA will not move until September 2nd.

2.2.1 and 2.2.2 Moving Supplies, Support, and Storage Locker

The BIA has consulted Dymon Moving & Supplies in the hopes of acquiring a storage locker at their Carling location. Our point-of-contact at Dymon has presented us with some quotes for storage lockers and supplies:

- **A 5x5 suite is \$88/month + HST**, has a 3ft standard door.
- **A 5Wx10D suite is \$152/month + HST**, has a 3 ft standard door.
- **A 10Wx5D suite, \$164/month + HST**, has a wide door

As well, we have received a quote for moving supplies:

10 of the larger boxes: Dymon Box 5.0 cubic ft

- \$4.48 x 10ea = **\$44.80** (Used for light bulky items, lamps, clothing, sports equip)

20 of the smaller boxes: Dymon 2 pc file box

- \$3.49 x 20ea = **\$69.80**

1 or 2 rolls of the Dymon Bubble Wrap medium

- \$9.98 x 2ea = \$19.96 (24" x 20ft)

5 rolls of Dymon packing tape

- \$2.99 x 5ea = \$14.95

= **\$149.51 + HST = \$168.95 Total.**

The BIA has also been advised to purchase a tape dispenser at \$11.98 + HST.

Rebecca and Anto are seeking guidance from the Board on which size of storage locker to rent, as well as which quantity of the above items to purchase. The BIA believes that, given how uncertain it is which items will be kept or given away, it is better to acquire the largest possible storage locker and order as many items as needed. The BIA requests the Board's feedback on the quotes provided. Rebecca will proceed with securing these items once a decision has been made.

The Board has discussed potentially storing some items at 343 Preston Street and/or acquiring a large storage locker elsewhere. Tony Zacconi has suggested that the BIA moves forward with a storage locker at the Italfoods distributors, located in Carp. Rebecca has agreed to proceed with an inquiry towards Italfoods, and she will not email DYMON until the Board has come to a decision about how much is to be moved and where to put it. Rebecca will ask Jeff McKinstry if he has any moving supplies.

2.2.3 Plan for Items in Office

Rebecca and Anto have determined multiple actions to be taken for the items that remain in-office.

- Rebecca has created a BIA Kijiji page and uploaded several items, in the hopes that the BIA can recoup some of the costs. The items that can potentially be sold on Kijiji include the boardroom chairs, desk, and the marketing desk.
- Should these items not be sold, the BIA will proceed with Jeff McKinstry and his company to determine junk disposal, buy-and-sell, etc.

2.3 Side-Street Businesses Support

The BIA has received a complaint regarding the amount of support for side-street businesses, compared to those businesses on Preston and south of Gladstone. One member has commented that the BIA has not done enough to ensure side-street success, citing beautification measures, events and other concerns.

Rebecca and Anto have discussed the complaint, and suggest making it a priority to better support the side streets moving forward. Feedback from the Board members is welcome on how to do this.

After the move to the Regus, the BIA will further investigate how to support side-street businesses.

3. Financial Report:

3.1 Grants

3.1.1 Tourism Relief Fund

Rebecca has begun researching the Tourism Relief Fund grant, which could provide non-repayable contributions up to \$100,000 for up to 50% of eligible costs. This grant is available to organizations with projects that enhance tourism experiences and help tourism businesses adapt to the "new normal" to modernize their offerings.

This is a grant option for future activities that seek to revitalize tourism and bring visitors back to Little Italy. This may be an option for Vendemmia or other future Preston Street events.

The Board has mentioned this grant as a potential fund for street Wi-Fi.

3.1.2 Grant for crosswalks

Our City of Ottawa contact Mike Bureau has made Rebecca aware of the City's Mural and Architecture Grant, which could be used for the BIA's upcoming crosswalk art project. The BIA will look into this grant come December, when applications open.

4. Marketing Update:

4.1 Social Media Update

Instagram:

- The BIA has experienced a follower growth of 2.7%, up to 4283. The total number of accounts reached has gone down 10% to 6105, but the account has jumped 111% in content interactions compared to last month – this is likely due to end-of-July content burst, Italy's win at EURO Cup, and other factors.
- The overall impressions have gone up 11%, to 62,293.
- The BIA has gone down about 30% in terms of website visits. In the months to come, Rebecca has expressed that she would like to explore calls-to-action that encourage people to visit the website.

- The highest-performing posts are the EURO Cup photo taken in front of Preston Hardware, with 222 likes, and the Luciano throwback photo with 204 likes. This month, the BIA would like to continue scheduling content in bulk and to explore more call-to-action posts, such as sharing Marcus' throwback photos and asking people to share Preston Street memories. The Board has suggested that the BIA also asks members if they have any throwback photos to share.

Facebook:

- The BIA is down on Facebook interactions. The account's post reach is down 22% from last month, but post interactions are up 16%. It appears that the content – which is the same for FB and IG – performs better on Instagram.
 - o In the future, the BIA will look into options to boost Facebook-specific engagement.
- For the Ferragosto event, the BIA will make FB stories as well – something that was not done for the month of July. This might help with boosting engagement numbers.
- Getting back to the People on Preston campaign might also help with engagement – these videos perform well on that platform.

Twitter:

- The BIA had a quieter month on Twitter, focusing more on IG and FB promotions. As a result, numbers are down: the account received 75% less Twitter impressions and 78% less profile visits.
- Twitter is not the primary social platform, but it is still important to carry content to all three platforms. For future campaigns, the BIA will make sure to brainstorm Twitter components where applicable.
- Rebecca says she will also make a priority of continuing to RT Ottawa news, highlights from members, etc. – these help to boost engagement, even when the BIA does not produce content.

4.2 People on Preston Videos Update

Rebecca has not had time to continue the People on Preston campaign. The BIA is hoping that, after our move, this can resume. Rebecca is interested in scheduling these videos in bulk for social media networks, so that weeks of content can be planned at a time.

She is also interested in updating the website to reflect these new videos, attracting web traffic to our webpage. Her and Lindsay are working on uploading all the videos to YouTube for our members to use. The progress made on the POP videos will be updated in the weeks to come.

4.3 Mailchimp Update

Rebecca has completed the Mailchimp audit, looking at all 271 subscribers and their content interaction habits. She has determined that over half of our members are regularly engaged, with their numbers in the 5 out of 5 ranking for Email Marketing Management. Mailchimp assigns this rating out of 5 based on habits like click rates and link click rates. There might be varying reasons due to lower engagement numbers in the summer, such as being too busy with re-opening, or that the businesses with high engagement numbers unsubscribed due to closing.

However, there are problems to be addressed. One issue is that there are plenty of cleaning issues, a problem when emails soft bounce (due to an inbox being too full) or hard bounce (due to the wrong address being entered). The BIA has a major problem with .com / .ca discrepancies when cross-referencing Mailchimp list and contact database / business webpages. There are also lots of outdated contacts and there is room to delete old subscribers. Rebecca mentioned that the BIA needs to make sure that emails are deleted once businesses leave the area.

4.3.1 Next steps for Refreshing Database and Improving Membership Comms

Rebecca is getting started on an outreach campaign, which will include contacting businesses to ask some questions:

- why they unsubscribed,
- if they'd like to be readded,
- or what the BIA could do to make it better.

Alternatively, many businesses need to be contacted to confirm their email and see what their correct email is.

Rebecca hopes to achieve an average open rate above 35 percent as soon as possible. The average engagement rate is about 30 percent, and Rebecca hopes to increase that with more diverse content and a survey of what members want. Part of the exhaustion might come from the fact that members want new subjects to be presented.

5. In Camera Meeting

Annual General Meeting: October 5, 2021

Next meeting: Tuesday, September 14th, 2021