

Preston Street BIA

BOARD MEETING

MINUTES

Tuesday, October 5th, 2021 9:30 am to 11:30 am

333 Preston Street

1. Approval of Minutes

Approved by Steve Moffatt

Seconded by Joey Frangione

Approval of Agenda

Approved by Steve Moffatt

Seconded by Claudio Lepore

2. Chairperson's Report:

2.1 Crosswalk Art – update from the City

Rebecca has heard back from the City of Ottawa, and the latest update is that the work will have to be completed in 2022. She has been in communication with the Economic Development Officer, Mike Bureau, but has not yet heard back from the Program Manager responsible for Pavement Markings, Jared Hebbs.

Regarding the murals and architecture grant, funds will not be received until 2022, and the earliest the BIA can apply is December 2021.

Rebecca will follow up with Jared to inquire about the next steps for spring 2022 painting.

2.2 Annual General Meeting

The Board previously elected to postpone the 2021 Annual General Meeting to November 16th, 2021. The AGM will be held over Zoom for the safety of participants. Now that an Executive

Director has been appointed, Rebecca, Lindsay and Antonella will begin preparing for the meeting.

Antonella will get in touch with the BIA accountant to start planning the financial aspect of the AGM.

Once the report is prepared, it will be sent in advance, and in presentation-style like last year. Rebecca will send an alert to the membership after the long weekend, letting them know about the new date.

2.3 Winterlude

The BIA has been asked if they will be participating in the 2022 Winterlude festivities. Winterlude occurs from February 4 to 21, 2022.

Activities can be virtual or physical, but they should be a turnkey activity – meaning the BIA is responsible for planning, developing, funding and implementing the activity and/or program. The activity must speak to one of the following themes: Winter and Family Traditions, Reconciliation with Indigenous Peoples, and/or Cultural Diversity and Inclusion. The activity must respect COVID-19 rules, and we will need to provide detailed bilingual information about the activity by completing activity template forms for the proposal.

It is required to disclose Winterlude in all promotional materials. Partner benefits include Affiliation with the Winterlude brand, Use of the Winterlude partner logo, Visibility of your activity in Winterlude promotional materials. All Winterlude Partners must be incorporated and provide a copy of a certificate of a comprehensive public liability policy that provides coverage of two million dollars (\$2,000,000) per incident and names as co-insured the Minister of Canadian Heritage.

The organization and its Winterlude activity must meet bilingualism requirements. Members of the public must be able to communicate with and receive services in the official language of their choice. Written communications, such as printed materials, must be available in both official languages, and both official languages must be of equal prominence. The organization must provide information and promote activities in both official languages and provide the public with an equal level of service in both official languages.

If the BIA were to participate, we must confirm participation by October 15th. We must submit a written description of the activity by November 5th.

Rebecca will confirm our interest in participating. As in previous years, the BIA will indicate interest in using their banners and two ice sculptures. Rebecca and Lindsay will discuss possibilities further, including more creative options for activities. The BIA welcomes feedback from the Board on any activities that fit the scope of the organization.

3. Financial Report:

3.1 Grants

3.1.1 ACFO – French grant

Lindsay has confirmed that the BIA unfortunately did not receive the French grant. We will continue to pursue grants 2022.

3.2 Levy

The Board has discussed the future of the BIA business levy. Going into 2022, there will be greater opportunity for events and traffic onto Preston Street. The Board has discussed the possibilities of either keeping the current levy (at a 50-percent decrease, noting that this has gone on for two years) or changing the levy to a 25-percent decrease to reflect a gradual change post-COVID. The Board has decided to continue this conversation via email.

4. Marketing Update:

4.1 Social Media Update

Instagram:

- The BIA has experienced a follower growth of 1%, up to 4403. The total number of accounts reached has gone down 8% but the account has experienced an increase in content interactions, up 13% from last month. Lindsay and Rebecca made more posts in the month of September, running a consistent campaign and posting People on Preston content.
- Our account is up 15% in terms of post interactions but has experienced a decrease in story interactions of 29%. Rebecca will continue to reshare member highlights to Stories, and brainstorm more creative story methods to inspire engagement moving forward.
- The highest-performing posts are the Nutty Greek POP video, with 145 likes, and the Farinella basil photo with 77 likes. This month, the BIA will be promoting more People on Preston posts to attract people to the new Facebook, which will also help with

Instagram. The BIA will also look into sharing throwback photos or asking followers to share, as per last month's conversation.

Facebook:

- The BIA is up on Facebook interactions. The account's post reach is up 154% from last month, and post interactions are up by 43%. This increase might be due to the People on Preston videos posted this month, as well as the announcement of the new page.
- The Facebook page will continue to see some increase in engagement as we remind people of the upcoming change. We will continue People on Preston videos as much as possible in order to bring traffic to the new page.

Twitter:

- The BIA made three original posts to our Twitter this month. Numbers are down this month: the account is down 95% in terms of tweet impressions and received 50% less profile visits.
- The BIA will continue to RT relevant news and announcements where applicable. This helps us stay connected to neighbours and patrons, even when social media content is not being generated.

4.1.1 Facebook Page update

Lindsay and Rebecca have created the new Facebook page and have posted a few updates. We have received over 50 likes to the new page and will be continuing to promote it on the existing page until the existing page can be deleted. Rebecca and Lindsay have discussed the option to "boost" the posts on Facebook and will look into doing this. The existing Facebook page will be deleted once we have downloaded and archived all Facebook assets.

Rebecca will mention the new Facebook page in the next monthly newsletter.

4.2 People on Preston Videos Update

The People on Preston social media campaign will be resumed alongside the new Facebook page, in order to boost the new page. We will post a People on Preston video later today, due to yesterday's delay with the outage.

Rebecca will look into 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 Board has suggested the prospect of redoing the videos for new businesses in the area. Rebecca will look into the cost of the POP service and see what was covered by the grants. Rebecca will also make sure to repost videos, especially when there is less content planned.

4.3 Mailchimp / Membership Outreach Update

Rebecca is looking to start the new campaign over the next couple of weeks. Once the new Executive Director is back full-time, Rebecca hopes to do more than five businesses a day.

Annual General Meeting: November 16th, 2021

Next meeting: November 9th, 2021