

# **Preston Street BIA**

## **BOARD MEETING**

### **MINUTES**

**Tuesday, September 14th, 2021, 9:30 am to 11:30 am**

Zoom Video Call

#### **Attendance:**

#### **1. Approval of Minutes**

Approved by Tony Zacconi

Seconded by Claudio Lepore

#### **Approval of Agenda**

Approved by Steve Moffatt

Seconded by Marcus Filoso

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

##### ***2.1 Crosswalk Art – update from the City***

The BIA is working with the City of Ottawa to commission three areas of crosswalk art across Preston Street. The crosswalk art would be a ladder marking style with the colours of the Italian flag.

The BIA is looking to put this crosswalk art at:

- ***Preston and Carling*** - at the north side of this intersection, just after the Little Italy archway
- ***Preston and Gladstone*** - at the north and south sides of this intersection (directly on Preston Street)
- ***Preston and Somerset*** - at the north and south sides of this intersection (directly on Preston Street)

The art is done in thermoplastic durable markings by the City of Ottawa's pavement marking team. Depending on the volume of traffic, the artwork can last from 3-5 years before needing to be refreshed. The BIA will have to pay for refreshments.

In terms of the cost, the city has presented the BIA with multiple options:

- Half intersection: 2 crossings from either cardinal direction, approx. \$13-\$15 K
- Mid-block: singular mid-block pedestrian crossing, approx. \$6K

The City has alerted the BIA of a local Mural & Architectural grant to potentially apply to in 2022. The City would contribute 50%, up to \$15,000.00.

The Board has elected to do all at once, and for Rebecca to apply for the grant as soon as possible in mid-December. Rebecca will talk with Mike and advise him of the timeline. The markings will likely be done in spring of 2022.

## ***2.2 Annual General Meeting***

The annual general meeting for Preston Street BIA is scheduled for October 5<sup>th</sup>, 2021. Antonella and Rebecca have discussed the prospect of postponing the AGM, in order to make time for planning and execution.

**Steve Moffatt has moved to postpone the AGM to November 16<sup>th</sup>.**

**The Board votes unanimously to postpone the AGM.**

The AGM will be held over Zoom for the safety of participants. Rebecca will prepare an alert to BIA members letting them know of the postponement.

## ***2.3 Side-Street Businesses Support***

As previously mentioned, the BIA has received complaints about a lack of support and a lack of inclusion of businesses not on Preston, south of Gladstone.

Rebecca has planned out the outreach campaign for member communications, and can use this as an opportunity to ask these members how they feel about the level of support that the BIA provides them.

## ***2.4 Noise Bylaws – Best practices moving forward***

Following the event in the Torta Boyz parking lot on Sunday, the BIA has received a neighbourhood complaint regarding appropriate noise levels. The BIA has also received complaints regarding noise levels of restaurants in the neighbourhood. In order to guarantee a positive relationship with Preston Street neighbours, the BIA would like to discuss the issue of noise by-laws.

Rebecca has offered to consult with Mike Bureau at the City of Ottawa regarding the involvement of the BIA in these circumstances. If this is an issue to which the BIA should be responding, sending out a news alert on noise by-laws and best practices would be a useful reminder to businesses and to stakeholders.

The Board has reached the conclusion that concerns about noise and noise bylaws are not in the jurisdiction of the BIA.

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

#### ***3.1 Grants***

##### ***3.1.1 Tourism Recovery 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.

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

##### ***3.1.2 ACFO – French grant***

Rebecca has been made aware of the ACFO grant, which the BIA previously qualified for. Rebecca will work on following up with ACFO and confirming which steps of the project still need to be completed.

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

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

##### **Instagram:**

- The BIA has experienced a follower growth of 2%, up to 4383. The total number of accounts reached has gone down 33% and the account has experienced a decrease in content interactions, down 70% from last month. This is likely due to a smaller social

media presence for the month of August. Additionally, last month Lindsay ran a daily Instagram campaign, so that explains a skew in the numbers – there was far more content last month.

- Rebecca has made use of calls-to-action asking people to visit the website directory. Our posts have inspired over 70 profile visits. It is possible that people are looking at the website. Rebecca will continue to encourage people to visit the BIA website.
- The highest-performing posts are the Ferragosto photos, with 193 likes, and the Supersalads photo with 60 likes. This month, the BIA will be scheduling another bulk round of posts. Lindsay has scheduled content to assist with this. The BIA will also look into sharing throwback photos or asking followers to share, as per last month's conversation.

### **Facebook:**

- The BIA is down on Facebook interactions. The account's post reach is down 68% from last month, and post interactions are down 75%. This decrease is likely due to the same reasons as Instagram – less Facebook activity compared to the month of July. Lindsay's campaign for Instagram will also extend to Facebook, so this should boost Facebook engagement for the month.
- The BIA has also shared IG stories to Facebook in order to help with engagement. Getting back to the People on Preston campaign might also help with engagement – these videos perform well on that platform.
- Lindsay, Anto and Rebecca have discussed that the BIA Facebook page might have to be deleted, as it is connected to Lori's personal account and there is no option to undo this. The BIA will keep the Board updated with the Facebook page.

The Board has decided that the creation of a new Facebook page is in the best interests of the BIA. Rebecca and Lindsay will work on developing this new page, and seek to transfer things over as soon as possible. Claudio has offered to seek assistance to inquire about a solution.

Rebecca and Lindsay will let the Board know once the new page has been developed.

### **Twitter:**

- The BIA only made one original post to our Twitter this month, but our numbers are up majorly due to a new strategy of RTing relevant news and announcements. As a result,

numbers are up: the account is up 541% in terms of tweet impressions, and received 0.8% more 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.

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

The People on Preston social media campaign will be resumed as soon as possible, potentially at the end of the month. Rebecca is interested in scheduling these videos in bulk for social media networks.

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 / Membership Outreach Update***

Rebecca has presented the Mailchimp / Membership Outreach plan:

##### **Before Survey**

Do a walk looking at area businesses, make in-person visits and notes of new businesses.

- For new businesses: offer information on BIA Newsletter, what we share, events, programs, road closures, small business grants, etc.,.

##### **Outreach**

Survey all members of the Preston Street BIA through phone (based on the contact database)

Ask them:

1) If they are subscribers to the Preston Street BIA newsletter

2) If yes, they do subscribe:

- May we confirm the email we have on file in MailChimp?
- Is there another email we can add to the list as well, in order to ensure you see our messages (eg. Manager instead of owner)?

3) If no, they do not subscribe:

- Are you not part of our mailing list by choice?
  - o If yes, by choice: why?
  - o If no, not by choice: Would you like us to add you to our MailChimp mailing list?  
Who would you like to receive these emails?
    - Reasons why they were excluded may include: Issue with email address (.com/.ca, other errors), was never contacted or made aware of newsletter

4) What would you like to see in future editions of the newsletter? What would make you more likely to engage with the content?

5) Do you have any questions or comments?

### Post-Outreach

Repeat Outreach section if necessary

Enter email addresses into MailChimp of those who wish to be included

Update Contact Database spreadsheet

Make note of most popular changes requested, present to the Board at the next opportunity

The Board approves Rebecca's plan for outreach, but suggests that Rebecca pays in-person visits not only to new businesses but to businesses who have had previous concerns and questions. Rebecca hopes to take this project on towards the fall. Due to the size of this project, she will try to work on contacting five businesses a day when the project begins.

**Annual General Meeting: November 16<sup>th</sup>, 2021**

**Next meeting: October 5, 2021**