

**Preston Street BIA
BOARD MEETING
AGENDA**

**Tuesday, November 2nd, 2021 9:30 am to 11:30 am
333 Preston Street**

1. Approval of Minutes

Approved by Steve Moffatt

Seconded by Tony Zacconi

Approval of Agenda

Approved by Steve Moffatt

Seconded by Lauryn Santini

2. Chairperson's Report:

2.1 Welcome to our new Executive Director!

The board is pleased to welcome back Lindsay Childerhose to the Preston Street BIA. Lindsay worked at the BIA in 2019-2020 as the Marketing and Communications Coordinator and has recently been brought back on board as the new Executive Director, with a start date of November 1st.

In the first few weeks, Lindsay's priorities will be to tend to outstanding housekeeping and maintenance items, member outreach and sorting of the current financial state of affairs. Long-term, the new objectives for the Executive Director position will be to introduce value-adding programs for members and focus on strategic planning.

Lindsay and Rebecca will be working together to execute the upcoming AGM and events such as Winterlude and planning for the Italian Festival.

2.2 Maintenance Items

2.2.1 Neon Lights

The neon Little Italy lights on both sides of the Queensway bridge need to be repaired. Antonella has located the last email correspondence on the matter, and Rebecca will share these emails and contact information with Lindsay. Lindsay will look into acquiring a permit for Ray Neon Lights

to begin their repairs and will update the board on the status of this maintenance item at the December board meeting.

2.2.2 Viva Italia lights

The Viva Italia lights located at the Bambini must also be repaired. Ray Neon Lights are the vendor contact for these lights as well, Lindsay will follow up the vendor and report back to the board at the December board meeting.

2.2.3 Pedestal lights under bridge

One of the pedestal lights under the bridge is detached and needs to be reconnected or repaired. The existing light is sitting beside the bridge, unhinged from the fixture. Before moving forward with replacing the light, Rebecca will reach out to MTO to confirm their plans for the Queensway.

2.2.4 Bicycle racks

The City of Ottawa has reached out to the BIA to propose several new locations for bike rack installation, in light of the city-run Public Bike Parking Program. They have conducted a bike parking assessment to see if any obvious gaps exist and to provide some potential solutions.

The proposed areas are as follows:

- A ring-and-post bike rack at 100 Preston
- A ring-and-post bike rack at 130 Preston
- A Velocity Media bike rack at 160 Preston
- A Velocity Media bike rack at 226 Preston
- A Velocity Media bike rack at 300 Preston
- A Velocity Media bike rack at 338 Preston
- A hanger bike rack at 354 Preston
- A hanger bike rack at 356 Preston
- A ring-and-post bike rack at 412 Preston
- A ring-and-post bike rack at 420 Preston
- A hanger bike rack at 438 Preston
- A ring-and-post bike rack at 491 Preston
- A ring-and-post bike rack at 363 Preston
- A ring-and-post bike rack at 181 Preston
- A ring-and-post bike rack at 141 Preston
- A ring-and-post bike rack at 121 Preston

Before proceeding with any of these locations, the Board has requested that Rebecca reach out and inquire about consultation done with the restaurants. She will mention concerns over the bike racks conflicting with patio expansions, and suggest that any bike racks immediately completed are those that do not interfere with businesses.

Regarding the concerns with the bike path median just after Preston and Gladstone, Rebecca will follow up with both Catherine McKenney's office and with Emily from two six{ate}after the AGM, to check in on their progress or comments on the matter.

2.3 Little Italy Civic Development Community Presentation with Sue Walton, 10:00 AM

The board sat in on a presentation from Graham Bird and Sue Walton of GBA Group, responsible for the new Civic development occurring on the edge of Little Italy. Rebecca will provide the slide deck once it has been shared by Sue, and will follow up with the GBA Group so that they can provide updates on the progress.

The Board has expressed interest in seeing the results of any traffic or parking studies that have been completed. Rebecca will inquire and report back to the board.

2.4 Annual General Meeting

Lindsay, Antonella and Rebecca have been preparing for the 2021 Annual General Meeting on November 16th, held virtually at 7 PM. The Annual Report is currently being prepared, and will be circulated by the end of the week to all members to allow for their input and questions. This involves preparation of the year in review, the financial report (which has been outsourced to Wendi Mosher of Mosher Bookkeeping), the marketing report, the 2022 budget and a review of the Constitution.

The report will be sent out for Board approval at the end of the week, and a news alert along with a reminder email sent on November 15th.

2.4.1 BIA governance documents

The Board has reviewed the governance documents to be presented at the AGM: the BIA Procedure By-Law Provisions, the BIA Sale and Other Disposition of Land, Hiring of Employees, and Procurement of Goods and Services document, and the BIA Elections-Related Resource Policy.

Motion to approve all the aforementioned documents for BIA adoption and for presentation at the AGM.

Moved by Steve Moffatt

Seconded by Claudio Lepore

Unanimously accepted.

Rebecca will circulate the documents electronically for the Board's reference.

2.5 Winterlude

The Preston Street BIA will be a Winterlude participant again in 2022. As part of the upcoming festival, Winterlude organizers have offered to fund a GLOBO light projection for each of the participating BIAs. Last year, the light projection was installed at Preston Square. This year, Winterlude organizers have requested that the Adult High School be selected as it offers better Queensway visibility. Rebecca is currently working with the Adult High School and Winterlude to finalize a working agreement for the light display to be installed for the duration of the festival, February 5th to 21st, 2022.

With COVID-19 restrictions still pending, the board agrees that throwing an event for Winterlude will be low-impact. Instead, the board would like to see beautification of the street that can serve a dual-purpose for both the holidays and the Winterlude festival. The board agrees that increased street lighting, light installations, décor and ice sculptures should animate the street for the upcoming winter season. Lindsay proposes that a feature ice sculpture could be used as a Winterlude staple to encourage festival-goers to visit Preston Street. A true-to-size Ferrari ice sculpture is suggested. The board agrees that this idea is on-brand for Little Italy and requests that Lindsay obtain a quote for the board's consideration. Both the corner of Aberdeen and Preston and Preston Square are suggested as possible locations. The board agrees that, when selecting a location, accessibility and pedestrian access should be a top priority. Steve notes that depending on the location selected, permits may be required to build to ice sculpture. Rebecca is to look into permit details based on location.

The BIA will also be offering a virtual component for the 2022 Winterlude Festival. Rebecca will be reaching out to restaurants to determine interest in creating feature Winterlude menu items. If enough interest exists, the BIA will look into creating a virtual Winterlude map of Preston that highlights participating restaurants and ice sculptures on the street.

Lindsay is to look into the current budget for and costs associated with Winterlude participation and report back to the board.

2.6 Remembrance Day wreaths

The BIA has received a proposal from Angelo Filoso of the Italian Canadian Community Centre to sponsor a Remembrance Day wreath to be placed at Piazza Dante. The cost of the wreath is about \$150.

The board votes unanimously to sponsor the wreath.

Lindsay will reach out to Angelo to discuss payment options, including setting him up as a vendor with the City so to have a cheque issued.

3. Financial Report

3.1 Levy

In preparation for the 2021 AGM, a proposed budget for 2022 is needed. In 2020 and 2021, the BIA levy paid by members was reduced to 50% to help businesses manage the impacts of COVID-19 and lost revenues. The board agrees that a gradual approach to increase the levy is needed, as many businesses are still experiencing decreased revenues. However, given the

promise of a gradual reopening and lifting of restrictions in of March 2022, the board agrees to increase the levy by 25% from 2021 to be 75% of the normal levy in 2022.

Motion to approve increasing the levy reduction for 2022 from 50% of the normal levy to 75% of normal levy.

Moved by Steve Moffatt.

Seconded by Tony Zacconi.

Unanimously Accepted.

This figure is to be discussed with the membership at the upcoming AGM on November 16th.

4. Marketing Update:

4.1 Social Media Update

Instagram:

- The BIA had a follower growth of 1.5%, up to 4473. The total number of accounts reached has gone up 20.5% and the account had an increase in content interactions, up 13.8% from last month.
- The BIA account is down 7% in terms of post interactions but has an increase in story interactions of 22%. Rebecca will continue to reshare member highlights to Stories, and brainstorm more creative story methods to inspire engagement moving forward.
 - o Rebecca has started using Linktree in our Instagram page to collect links and inspire more visits to our website. In doing this, she has increased website taps by 125%. She hopes to continue the Linktree method moving forward with other seasonal links or special posts.
- The highest-performing posts is the Mercato Zacconi small business photo, with 244 likes, and the POP El Dorado video with 140 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. With more continuous posts, we hope to continue the upward trend.

Facebook:

- The old Facebook page only has one post, and it is us resharing the POP video from the new page to boost reach and direct others to the page. As a result, there are no stats for the old page.

- On the new page, the BIA is up on Facebook interactions. The account's post reach is up 637% from last month, which is out of the normal due to our boost campaign and it being the first month. Post interactions are up by 305% for similar reasons.
- 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 to bring traffic to the new page.

Twitter:

- The BIA made eight original posts to our Twitter this month. Numbers are mixed this month: the account is slightly down 8% in terms of tweet impressions and received 38.2% 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!

4.1.1 Facebook Page Update

Lindsay and Rebecca continue to look into alternatives to remove the old Preston Street BIA page from Facebook. Currently, without an administrator tied to the page, it cannot be deleted, removed or unpublished.

Rebecca will continue to promote the new Facebook page as much as possible through consistent content. The marketing committee hopes that the new page will become much more active as the old page becomes dormant.

4.2 People on Preston Videos Update

The People on Preston campaign will be resumed alongside the new Facebook page in the coming weeks. Rebecca will try to boost these posts where possible. The campaign was unfortunately delayed due to the issue with Facebook, but the content will be repurposed as a way of generating traffic to the new page.

Rebecca will upload the videos to YouTube and to slowly put them on the website alongside member profiles.

4.3 Mailchimp / Membership Outreach Update

Member outreach remains a top priority for BIA staff, Rebecca has started the Mailchimp campaign by reaching out to new businesses, and she will begin calling members to update their information this week.

Annual General Meeting: November 16th, 2021

Next meeting: December 7th, 2021, 9:30am – 11:30am