



Preston Street BIA BOARD MEETING MINUTES

Tuesday, December 7, 2021 9:30 am to 11:30 am
Waterford Property Group Board Room, 333 Preston Street

1. Approval of Minutes

Approved by Marcus Filoso
Seconded by Joey Frangione

Approval of Agenda

Approved by Steve Moffatt
Seconded by Claudio Lepore

2. Chairperson's Report:

2.1 Maintenance Items

2.1.1 Bollard Lights Under Overpass Bridge

Simpson Electric has ordered a replacement lamp for the missing bollard light under the overpass. Due to the supply chain shortage, a time or cost estimate is currently unavailable. Lindsay will provide an update to the Board upon hearing back from Simpson Electric.

2.1.2 "Viva Italia" Lights at Bambini

The Viva Italia lights at the Bambini are now working, the repairs were completed by Simpson Electric.

2.1.3 Neon Repairs – Overpass and Archway

The BIA has will receive an encroachment permit from the City for repairs to the archway and overpass. A third-party traffic control company, Eastern Crane Rentals, will provide traffic control personnel for the repairs. Ray Neon is booked through to the holidays but will complete the repairs in January.

2.1.4 Tree Repair – 434 Preston

The missing tree at 434 Preston has been added to list for the 2022 Spring Planting season by the City of Ottawa.

2.1.5 Goodbye Graffiti

Lindsay has met with the Goodbye Graffiti representatives to discuss the BIA's contract for 2022. Goodbye Graffiti has offered to keep the contract at a reduced rate (75% normal annual costs), given that the BIA levy will be kept at 75% for 2022.



2.2 MTO Bridge Replacement Update

The MTO has responded to the BIA to share that the bridge construction will be undertaken in 2024. The murals have been painted on removable panels, so the BIA will explore options to store or display these murals at an alternative location closer to the expected time for demolition.

2.3 Grant Applications

2.3.1 My Main Street

Preston Street will be one of five BIAs in Ottawa to receive the Community Accelerator grant offered by My Main Street. This grant will provide a total of \$57,500 to the BIA, of which \$50,000 of these funds will be allocated to paying the salary of a contract, part-time employee, or “Ambassador”. The chosen Ambassador will be a small-business consultant, preferably with experience in economic development. This consultant will work with at least 100 of the hardest-hit member businesses to build a recovery strategy. They will become a contracted employee with the BIA for a year, working for a contracted minimum of 32 hours per week. My Main Street will assist the BIA with recruitment, to begin in January 2022. The remaining \$7,500 will be allocated for equipment costs that will become property of the BIA.

Through this program, FedDev will be supplying the BIA with economic study by Environics that will be meant to arm the Ambassador with the needed information to assist Preston Street business but also be made available to the BIA for strategic planning purposes.

In the new year, the BIA will be applying for the My Main Street Activator grant which seeks to supply funding for certain beautification projects and marketing costs for events. Lindsay and Rebecca will be attending an info-session on December 8th and will update the Board accordingly.

2.4 Admin Items

2.4.1 New Member Welcome Package; People on Preston Videos

In an effort to improve member engagement, and the overall level of awareness about the BIA with new and existing members, Lindsay and Rebecca have created a new member package that will assist BIA staff when communicating with new member businesses. It explains how the BIA works, about the Board of Directors, programs offered and more. The “welcome package” is available as an interactive PDF version and as a hard copy printed professionally for in-person visits with member businesses.

The member package includes a “welcome gift” that includes a free People on Preston video to new member businesses. The video campaign has been successful online and the Board agrees that continuing the series would be worthwhile to create relevant content and build the BIA’s relationship with its members. The videos are produced at a cost of \$550 each, complete with a short video, a long video and still shots that can be used for promotional purposes.



The program was previously offered to all businesses, and can be made available to existing businesses once more if they express desire. Antonella proposes that the POP program be continued for one year, with decisions made at a later date if the BIA finds that the videos are becoming out-of-date too quickly post-production. In lieu of this video package, another welcome gift could be offered.

Steve proposes that the service is fully covered only for new businesses, with a subsidy offered to businesses seeking a refreshment of their video.

Motion to approve the continuation of the People on Preston video campaign at \$550 per video.

Moved by Steve Moffatt

Seconded by Claudio Lepore

Unanimously accepted.

2.5 New Board Member Application: Sabrina Mtanos

Lindsay has met with Sabrina Mtanos of Avenue North Realty to discuss her interest in becoming a Board member for the Preston Street BIA. If voted in by the Board, Sabrina would fill one of two voting-member vacancies for the remainder of the term, ending in November 2022. The Board agrees that Sabrina's background in real estate and familiarity with the local community will be a positive asset to the Board of Management. The Board agrees that she will bring new, and very welcomed, ideas.

Motion to approve the addition of Sabrina Mtanos as a Preston Street BIA Board Member.

Moved by Marcus Filoso

Seconded by Claudio Lepore

Unanimously accepted.

2.6 The Gladstone Theatre Study

The BIA was contacted by One World, a consulting firm that is currently conducting a preliminary study on behalf of the Gladstone Theatre. The Theatre's lease runs until 2025, and they are trying to determine the Theatre's future in Little Italy. They are deciding between staying in the current location, becoming part of a "new arts hub" (the Gladstone Village), or relocating entirely elsewhere. The One World representatives wish to hear the thoughts of the BIA on this decision.

In communicating with the consultant, Lindsay has mentioned the Gladstone's value as a cultural institution in Little Italy. She encourages Board members and the membership at large to offer their own perspectives on the Gladstone's future and can do so by sending an email to info@prestonstreet.com.

2.7 Italian Festival



2.7.1 Italian Week Proposals

Italian Week's Laura Scaffidi has reached out to the BIA with a proposals and timelines for next year's Italian Festival. The proposed Schedule of Activities for Friday through Sunday (June 17 – 19) has been circulated with the Board. Antonella and Lindsay have already discussed the placement of activities, given the wide variety of street animations.

Laura has expressed interest in a constituent meeting for some time in the next few weeks. Antonella proposes inviting Laura to the Board meeting in January, and the Board agrees with this decision. Antonella explains that this provides a chance to further flesh out the details of security and administration.

Antonella also requests that Lindsay reach out to the City of Ottawa in the new year to understand what they'll be looking for, in terms of security and overall event execution. Marcus recommends that Lindsay reviews the minutes of the last SEAT meeting to anticipate any concerns. The BIA will also need to meet with JF Picard to determine security strategy, with Anto recommending that Lindsay tentatively books JF for this weekend and explores details later.

2.7.2 Bike Race Request

As part of the Italian Festival, the BIA needs to determine the location of the 2022 Bike Race. The Bike Race will be held on either the North or South end of the street. Antonella mentions that the BIA has previously agreed to alternate the ends of the street, and that the last race occurred on the North end of the street, so the 2022 race should consequently be held on the South end.

Antonella mentions that Doug Corner of Bike Race Ottawa has previously been receptive to adjusting the time of the race, so that it can be wrapped up earlier in the day. Antonella suggests that the BIA meets with Doug again in January to flesh out the concerns from the last race. Steve suggests that this meeting is also used as an opportunity to brainstorm alternative routes.

3. Marketing Update:

3.1 Social Media Update

Instagram:

- The BIA had a follower growth of 2.3%, up to 4589 for November. The total number of accounts reached has gone up 17.6% and the account had an increase in content interactions, up significantly to 52.9% from last month.
- The BIA account is up significantly, 109%, in terms of post interactions, and has also seen a substantial increase in story interactions of 311%. With the continuation of events in the Preston Street area, the BIA hopes to continue these upward numbers. Rebecca is eager to continue sharing member highlights, the People on Preston campaign, and other engaging stories.



- The Linktree continues to bring increased website taps, with its numbers up by 70% this month. Rebecca hopes to continue the Linktree method moving forward with other seasonal links or special posts.
- The highest-performing posts for the month of November are the Christmas Classics in Little Italy post, with 244 likes, and the Little Italy winter street shot with 117 likes. In the next month, the BIA will be continuing the People on Preston posts and wrapping up its current batch. This will help to attract people to the new Facebook, which will also help with Instagram.

Facebook:

- On the new page, the BIA is up on Facebook interactions. The account's post reach is up by 500% from last month, which is out of the normal and due to it being the early months of the new page. Post interactions are up for similar reasons.
- The Facebook page will continue to see some increase in engagement as we return to in-person events and continue with the People on Preston campaign.

Twitter:

- The BIA made six original posts to our Twitter in the month of November. The account is up by a significant margin, 455% in terms of tweet impressions and received 327.2% more profile visits. This is likely due to the Christmas Classics event and to the media's response to the Mercato Zacconi opening, which was very popular on Twitter.

3.2 Winterlude 2022

For 2022, the Board agrees that running a traffic driving event for Winterlude would be low-impact. Instead, the \$5500 of the total Winterlude budget (\$10,000) has been used for Christmas Décor, installed by Nutrilawn on Dec. 7th, approved by e-vote on December 1st.

For the remaining budget, two options are presented. A true-to-size Ferrari ice sculpture (\$7,700) or a Ferrari logo ice sculpture (\$550) standing at 5ft tall. Winterlude is also providing an ice sculpture as part of their routine programming. The BIA is working with Winterlude to host a GOBO light projection at the Adult High School, to be completely funded by Winterlude. Lindsay welcomes feedback from the Board on the ice sculpture options. Alternatively, the funds could be reserved for Winterlude marketing costs.

Steve says he would prefer to avoid additional ice sculptures, to make the investment worth our while throughout fluctuating weather conditions. Steve recommends that the BIA considers additional teardrop flags, branded with both Winterlude and Preston Street BIA.

The Board has decided not to pursue additional ice sculptures at this time.



Rebecca has also reached out to businesses to determine interest in creating feature Winterlude menu items or promotions. Rebecca is waiting to compile the interest further, at which point the BIA will create a virtual Winterlude map of Preston that highlights participating restaurants and ice sculptures on the street.

3.3 People on Preston Videos Update

The People on Preston campaign has fully resumed, and we expect to complete social media posting in January. All videos have now been uploaded to YouTube. As previously mentioned, Rebecca and Lindsay have discussed including this opportunity in the new members package.

3.4 Mailchimp Update

Member outreach remains a top priority for the BIA. Rebecca is continuing to contact member businesses to verify or update their contact information and collect their feedback on the MailChimp newsletter. She will continue this project into the new year.

4. Financial Report:

4.1 Sponsorship

4.1.1 ICCO and FCA proposed sponsorship increases.

Delio D'Angelo has sent a new budget proposal to the BIA regarding sponsorship for the Car Parade. He explains that the \$3000 increase—from \$10000 to \$13000—requested is namely to cover the cost of the tent, an expense that ICCO is known to look after.

Antonella inquires if Delio will receive the new sponsorship policy, and Lindsay confirms. Steve inquires about the Car Club procuring sponsorship from other stakeholders, such as Mark Motors, and Marcus explains that that would be done by the Car Club.

Lindsay mentions that neither a breakdown for the Ferrari Festival nor Ferragosto was submitted; the Ferrari Festival proposal would be sent by Giuseppe Castrucci. Tony reminds the Board that, given the levy is still operating at a reduced rate (of 75%), that will need to be factored into the budget amendments that are made for each event. Marcus requests that Lindsay reach out to Giuseppe to request the proposal.

5. Other:

5.1 Fireworks Display

Marcus mentions that fireworks have previously been deployed at Adult High School. Lindsay updates the Board and mentions the Ottawa Fire Services' ruling that, if it is not Victoria Day or Canada Day, a third-party professional must be contracted to deploy the fireworks. The OFS contact told Lindsay that he did not find anywhere in Little Italy to be an acceptable fireworks location.

Dow's Lake was suggested as a possible location that had done fireworks in the past. OFS indicated that because Dow's Lake is federal land, it is more difficult and time consuming to



gain approval. Marcus mentions that in order to secure Dow's Lake for such a display, the BIA would have to contact the Minister for the NCC (the Minister of Public Services and Procurement); he suggests that this is something Antonella could do.

The base requirements for acquiring a fireworks permit are paying a \$56 fee and at least 30 days' notice to submit all documentation.

5.2 LeBreton Flats

Moving into 2022, the Board remains interested in exploring a second Little Italy archway at Preston and Albert. At the AGM, the BIA was advised to contact Leo Bortolotti to proceed with the archway. In the New Year, the BIA will reach out to City of Ottawa and Lebreton Flats stakeholders to plan an update meeting and include Leo in this meeting as the designer of the second archway.

5.3 Bike Racks – Update from the City

Rebecca has communicated with the City about consultation done with the restaurants. She expressed desire that any bike racks immediately completed are those that do not interfere with businesses. The City has said that they will hold off on installations in front of restaurants until their Representatives have discussed with the owners that could be impacted.

They have proposed an additional structure for Little Italy's cyclists: a seasonal bike corral that is kept in the spring through to fall. The Board does not agree with this addition, for it will conflict with the availability of on-street parking and potentially create safety issues for pedestrians and cyclists.

Regardless, bike racks will begin installation in the spring, and non-restaurant locations will be prioritized. Rebecca will follow up with the City to let them know about the Board's decision, and to ask about the steps to the consultation process that they previously indicated.

Regarding the issues with the bike path near the Filoso lot, the BIA will reach out to the Ministry of Transportation and ask about its future on Preston Street.

5.4 Delio: Banner Flags

Lindsay has received a request from Delio to have the banner flags replaced. Lindsay will let him know that the BIA is investigating funding options for this maintenance item through potential grant opportunities.

The Preston Street BIA Office will be closed from December 27th to 31st.

Next meeting: Tuesday, January 4, 2021