



Preston Street BIA

BOARD MEETING

AGENDA

Tuesday, February 1, 2022 9:30 am to 11:30 am

[Zoom Video Call](#)

1. Approval of Minutes

Approved by Lauryn Santini

Seconded by Joey Frangione

Approval of Agenda

Approved by Lauryn Santini

Seconded by Steve Moffatt

2. Chairperson's Report:

2.1 Convoy

As the "Freedom Convoy" demonstrations continue downtown Ottawa, the BIA has made consistent contact with members throughout the protest, recognizing that having their voices heard as those most affected is paramount. A newsletter was shared with a statement from OPS, helpline information for business owners and an OCOBIA survey to collect impact statements from small businesses in Ottawa. The results of the OCOBIA survey will be shared with the City in summary. Lindsay and Rebecca will continue to keep all members updated with information pertaining to the protests as it becomes available.

2.2 Maintenance Items

2.2.1 The bollard light replacement under the Queensway overpass is still in progress with Simpson Electric.



2.2.2 Ray Neon has tentatively booked repairs at the archway and overpass in the week of February 28 to March 5.

2.2.3 Many of the tree guards on the street, specifically the South-End are rusted, bent, or needing replacement. Lindsay has booked a site visit with City of Ottawa Forestry in early April to review, and discuss the replacement of, the Tree Guards on Preston Street.

2.2.4 Lindsay has requested a review by the City of the globe lamps on Preston after hearing from members that some are out near the south end of the street.

2.2.5 The tri-colour bench replacement through the City's Integrated Street Furniture program is still in progress. Lindsay will provide an update to the Board on the timeline for replacement at the next meeting.

2.3 Italian Festival

2.3.1 Sponsorship Update

Lindsay has shared the partial sponsorship agreement, for the value of \$45,000, with Italian Week Ottawa. At the time of this meeting, Italian Festival has not yet signed and returned the agreement.

2.3.2 FCA and ICCO Sponsorship Applications

Delio D'Angelo and Giuseppe Castrucci (of ICCO and FCA, respectively) have received our sponsorship policy and, in return, sent complete applications for sponsorship for their events, including a budget and contingency plan. The Ferrari Club of America requested an increase of \$5,000 (total of \$30,000) for the Ferrari Festival, and the Italian Car Club of Ottawa requested an increase of \$4,000 (total of \$13,000). Both organizations submitted complete sponsorship applications to the BIA, that contained full budgets, contingency plans, and other required components.

Motion to approve the budgetary increases as requested by the Italian Car Club of Ottawa and the Ferrari Club of America.

Moved by Steve Moffatt

Seconded by Lauryn Santini

To be continued in an e-vote.



2.4 Annual Event Calendar

Lindsay has assembled an annual events calendar for the Board's reference. This tool will be used to identify core BIA focuses for programming in the coming year, as well as the budgetary expenses for each of these events. Lindsay proposes that a marketing meeting is held at the end of February to further the discussion on programming and bring some new ideas to the table. Lindsay mentions that her and Rebecca will be conducting competitor analyses in the future, looking at other BIAs in different areas to bring new programming concepts to the Board.

2.5 FWC: Outdoor Summer Markets Proposal

The BIA has received a proposal from Amanda Cockburn at Freewheeling Craft to partner with our organization to offer a summer outdoor market program. Amanda holds extensive experience in holding both indoor and outdoor craft markets. The proposal that she has submitted fully covers the BIA's sponsorship policy requirements. This would be an opportunity to retain consumers and build a retail presence within the area, while also bringing increased traffic to BIA members.

Amanda has requested a total of \$8,500 from the BIA. The budget breakdown is provided within the proposal. The timeline included with the proposal will be adjusted, as necessary. The Board agrees that this would be an exciting and worthwhile opportunity for the neighbourhood. Antonella requests that the vendors to be chosen are circulated with the BIA before confirmation.

Amanda has identified the Adult High School parking lot as a potential site, as well as Dow's Lake (though there are considerations with this being federal land). Lindsay mentions that the Peloso lot was not open to being used for this purpose. Lindsay raises the prospect of asking Marcus about the Filoso lot's availability. Lauryn mentions the Scotiabank parking lot as another alternative. Sabrina mentions that the Claridge sales centre lot could soon be available. Tony offers the lot across from Sala San Marco. Steve mentions that the Preston Square driveway could be used as a last resort.

Joey inquires as to the prospect of using sidewalks for the market, but Antonella mentions concerns over encroachment permits and accessibility.

The proposal will be circulated after the meeting as an attachment with the minutes.



3. Marketing Update:

3.1 Non-Member Newsletter

Lindsay mentions that the BIA has accumulated unused development hours from Mobile Fringe, so the BIA is proceeding with a website form to collect non-member email addresses. The form will give subscribers the option to indicate if they are a resident of Little Italy. This will help the BIA build a database of residents that will assist with communications around events and road closures.

3.2 People on Preston Video Update

Rebecca has almost finished promoting the People on Preston videos across social media channels. Once the campaign concludes, she will re-promote content across social channels, as well as remind audiences of where to watch the videos in full. In the weeks to come, Rebecca will be assembling a list of next-round candidates to prepare for another consultation with Mike in the coming weeks.

4. Financial Report:

4.1 Grants

4.2.1 My Main Street Community Activator

The BIA has applied to the My Main Street Community Activator Grant for funding for street improvements to support our spring/summer tourist season. The application has requested the amount of \$73,500, which, if successful, will fund restoration, beautification, and animation of the street, including crosswalk art, murals, and new signage displays. The successful applications for this grant will be announced in March.

4.2.2 My Main Street Community Accelerator

The BIA has found a successful candidate for the My Main Street Community Accelerator grant (\$50,000 salary + \$7,500 equipment fund). Aaron McFarlane holds over 10 years of experience in marketing and business development consultation. He has experience as the Director of Economic Development for the Native Women's Association of Canada and working as an Advisor for Invest Ottawa. Aaron was also the Team Lead for the Digital Main Street program, meaning he has extensive experience working with small business owners on a consultation basis, including many of our member businesses. Aaron is also an entrepreneur himself and spent five years in a management role at the Luneburg Pub and Bar.



The Ambassador will create community market profiles, meet with business owners, use CRM (Customer Relationship Management) software, provide consulting services, and identify businesses to receive micro-grants or participate in market research reports. Aaron will be trained through My Main Street and will begin with the BIA as of March 1st.

4.2.3 Reconnect Ontario

The BIA has also applied for the Reconnect Ontario grant, which would be used to support the BIA in funding the remaining expenses for the Italian Festival. If successful, the grant would reimburse 50% of the expenses.

5. Other:

5.1 Crosswalk locations – update

Following Rebecca's meeting with Jared Hebbs of the City of Ottawa, with regards to the crosswalk art, she updates the board on the City's recommendations for crosswalk locations. The city has restricted proposed locations for Preston Street to **one, maximum two, pedestrian crosswalk locations**. This is due to a) the cost of maintenance involved in areas with high turning-points, and b) the issue of liability on the City's part, should any of these locations provide a visual distraction. The city responded well to our proposal of two pedestrian crosswalks to be painted at Preston and George, and the BIA fought for North representation to have one pedestrian crosswalk at Preston and Anderson considered as well.

Rebecca explains that the painting season is July-August, so these would not occur before the Italian Festival. Rebecca will follow up with the City of Ottawa to confirm that these locations could be approved, and this will be taken to an e-vote following City approval.

Next meeting: Tuesday, March 1, 2022