



**Preston Street BIA
BOARD MEETING
AGENDA**

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

[Zoom Video Call](#)

Attendance: Antonella Ceglia, Joey Frangione, Tony Zacconi, Lauryn Santini, Claudio Lepore, Sabrina Mtanos, Lindsay Childerhose, Rebecca Judd

1. Approval of Minutes

Approved by Lauryn Santini
Seconded by Joey Frangione

Approval of Agenda

Approved by Lauryn Santini
Seconded by Claudio Lepore

2. *Joe Cotroneo – Bike Race Concerns*

Joe Cotroneo of Pub Italia has contacted the BIA, expressing concerns about the Bike Race being scheduled on the South end of the street for 2022. The Board discusses that the previous agreement was to alternate sides of the street for the Bike Race; this was agreed upon in the April 2019 minutes, where a vote was taken. Antonella mentions that Doug Corner of Bike Race Ottawa also previously supported the idea of an alternating location, saying that it would be beneficial for cyclists as well as businesses.

3. Chairperson's Report:

3.1 *Maintenance Items*

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

3.1.2 The repairs to be conducted by Ray Neon for the archway and overpass pending access to their bucket truck. Lindsay is actively following up on the matter.

3.1.3 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.

3.1.4 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.

3.1.5 The tri-colour bench replacement through the City's Integrated Street Furniture program is in progress.

3.1.6 The BIA has begun discussions with the OCDSB regarding the vines hanging over the St. Anthony's soccer field fence, with the objective to gain visibility to the soccer field from the street and to have this area cleaned up for Italian Festival. The BIA will explore using this space for unique signage options during the Spring/Summer season.

3.1.7 One of the bollard lamps was knocked down following the convoy protest. It has been capped off safely and moved to storage.

3.2 Italian Festival

The BIA is currently in the process of planning preliminary meetings for Italian Festival as the event date becomes nearer. The BIA is working closely with the city to register all organizing parties in the new Special Events Portal, submit special event applications and book this year's SEAT meeting. Lindsay is looking to book the SEAT meeting for the week of April 4 and will reach out to organizers to book a pre-seat meeting for mid-March. As in year's past, St. Anthony's Procession will also be included in this meeting.

3.2.1 Marketing Meeting

Rebecca and Lindsay are hoping to book a marketing meeting for the fourth week of March – March 23rd at 10:00 AM, or March 24th at 11:00 AM – to discuss plans for animation and promotion of the Italian Festival. This meeting will be for the entire Board to attend. Following the meeting, Rebecca will circulate an email with the Board to determine which option works for everyone.

3.2.2 Patio Meeting and Applications for 2022

As in years' past, the BIA will book a patio meeting for members looking to extend their service area for the Festival. This will give them an opportunity to discuss their patio extension applications with representatives from ACGO, the City, and Ottawa Police. Restaurants will be provided with a checklist of "Dos



and Don'ts", and the BIA will assist in organizing their patio extension applications for the Festival.

Lauryn asks if this opportunity is limited to restaurants only. Lindsay responds that this opportunity should be available to other retailers as well – they will have to correspond with the ACGO if their own extensions involve sale or distribution of alcohol. The BIA handles the steel barricades required to section off service areas, so we will be able to assist all retailers. Lindsay mentions that this information will be distributed in the March newsletter.

3.3 FWC: Outdoor Summer Markets Update

Amanda Cockburn of Freewheeling Craft has adjusted the timeline for the Summer Market series to occur on Preston Street. Amanda is currently looking at the parking lot on Louisa Street for the first two months of the market; this could be moved to a bigger or different location later in the summer. Amanda is asking for sponsorship of \$8500 from the Board. This market would include 30 – 50 vendors and 10% of these spots would be reserved for Preston Street BIA businesses. Amanda would also present a list of vendors to the Board and membership; it is intended that vendors would rotate each week. The market would occur on either Saturdays or Sundays, with one night market happening each month. Should the BIA vote in favour of this opportunity, Amanda will start cold-calling vendors this week.

Antonella inquires as to whether a grant could help cover the opportunity. Lindsay responds that this could fall under the Market Research Program, as well as marketing costs (from other grants, or unused Winterlude / Presdelicious funding). The Board clarifies that the market would not run during Italian Festival. Lindsay offers to put together some ideas for funding sources.

The Board agrees to vote on the sponsorship by email following the meeting.

Motion to approve sponsoring Free Wheeling Craft for \$8500 for the Summer Outdoor Markets Program.

Unanimously accepted by e-vote.

3.4 City of Ottawa Grants

3.4.1 Market Research Fund



The BIA is eligible for the City of Ottawa's Market Research Fund program, which supports BIAs in their efforts to undertake research projects. The grant will match 50% of the project, up to \$15,000, for a total project budget of \$30,000. The BIA has previously used this grant for other purposes. In 2018, it was used to conduct a census of the area. In 2019, the BIA looked into technology to assess bicycle traffic on the MUP by a company called Motionloft; the BIA was awarded the grant, but Motionloft soon ceased operations thereafter. The grant was unavailable in 2020 due to COVID, and in 2021 the BIA was awarded the grant for strategic planning to be conducted by Rob Dale of Rhapsody Strategies (although the BIA did not end up pursuing this opportunity).

Lindsay asks the Board for their perspective on two different options. One would be to revisit the bicycle traffic study count using a Motionloft competitor, and another would be to revisit the idea of strategic planning in an alternative format.

Data From The Sky is a tech company that offers deep traffic monitoring capabilities using FLOW technology. At the time of the meeting, a quote for their product has not yet been received. Lindsay notes that, in 2019, the purpose of pursuing Motionloft's technology was to track bicycle traffic frequency on the MUP. With this option, cameras would be installed on either the multi-use pathway or a Preston Street intersection of our choosing. This would allow the BIA to analyze pedestrian, vehicle and bicycle traffic, including movement patterns, safety concerns, frequency and type of traffic, and more.

If the BIA chooses to revisit strategic planning, Lindsay proposes that the BIA purpose mediators with different areas of expertise to facilitate strategic planning sessions with the Board of Directors. Adding that the plan itself could be written internally, following the planning sessions. Lindsay has identified Victoria McGhalone of Three Cliffs Consulting as a possible consultant; she is the former executive director of the Kanata North BIA and has extensive experience in other business and government settings. Her focus in mentoring not for profits is alternative revenue streams and general strategic planning. Lindsay will report back to the Board once proposals are received.

Antonella asks about the temporary bike lanes added between Gladstone and the Queensway. Rebecca explains that this was implemented as a temporary detour, and that the City has asked for routine review to ensure the area's safety. The City has said that the Trillium MUP will reopen prior to the end of 2022, so the bike path is expected to remain until then. Claudio inquires as to whether the BIA can get documentation from the City that shows they are aware of this bike lane's history of unsafety.



Antonella asks that, once pricing is received, Lindsay and Rebecca submit the pricing and pros vs. cons to the Board for a vote to be taken.

3.5 Banner Flag Project: Italian Community Members

Tony Favaro and Trina Constanti met with Lindsay to discuss an idea for a potential street improvement project; banner flags honouring prominent Italian community members. Both Trina and Tony have offered to undertake the research involved for free, as a volunteer effort. Lindsay welcomes Board feedback on this idea.

Antonella inquires as to whether this is something that should be done by Italian Week Ottawa. She mentions that their mandate is more explicitly concerned with promoting Italian heritage and history. She also inquires as to whether these would be permanent fixtures. Lindsay responds that their original idea was to have these replace the Italian Canadian banner flags on the street. She adds that tree guard signage would be a better alternative, as opposed to banner flags. She also adds that funding for banner flags was included in the Community Activator grant.

Joey inquires as to the selection process that would be involved in being chosen. Rebecca responds that this list would have to be vetted by the BIA and the Board. Antonella believes that, should these become permanent fixtures, there would be heavy contention and bureaucracy involved. Lindsay mentions that Tony and Trina also inquired about hosting their research on our website; Antonella responds that, similarly, that may be better suited to Italian Week Ottawa.

Lindsay will respond to Tony and Trina with this feedback.

Lindsay adds that, if the Activator Grant is not awarded, the BIA may still want to look into replacing the banner flags for Italian Festival, as complaints have been received due to their wear and tear. Lindsay mentions that the quote received from SignFX to reprint and re-install the flags is under \$4000.

3.6 New Board Member Applications

The Preston Street BIA currently has one voting member vacancy and two non-voting member vacancies on the Board. Last month, the BIA received two requests to join the Board of Directors:

3.6.1 Shane Olsen, Heart and Crown



Shane Olsen, the general manager of the Heart and Crown, has applied for a voting member seat on the Board. If accepted, he would carry out the duration of the present term until late 2022.

The Board agrees to vote on Shane's election by email following the meeting.

Motion to approve Shane Olsen's application to join the Preston Street BIA Board of Directors for the remainder of the current term, ending in November 2022.

Unanimously accepted by e-vote.

3.6.2 Sophie LaFreniere, Urbana Willow Apartments

Sophie LaFreniere, the owner of Urbana Willow Apartments, at 90 Willow Street has asked to join the Board of Directors. Because her business falls one city block outside of the BIA boundary, she would not be able to join as a voting or non-voting member; the City has instead suggested that she could be considered an associate to the Board. Antonella asks how many associates BIAs are allowed to have; Lindsay responds that there is not a limit, but that the 'associate' position is uncommon with other BIAs. Lauryn states she does not see a benefit to this kind of position with the BIA. Antonella requests that Lindsay reach out to other BIAs to see their experience with this kind of position.

4. Marketing Update:

4.1 People on Preston Video Update

Lindsay and Rebecca have had a conversation on the businesses to be chosen for the next round of People on Preston videos and present the following list to the Board (in no particular order): HA2, Form Furniture, Spice and Dough, The Nail Bar, Plateau Cannabis, La Taverna, LF3, The Box of Life, Mercato Zacconi, Perch, Avenue North Realty, and SAF Performance. This list includes members who have been on the street since fall 2021, as well as recent businesses of 2022.

Lindsay and Rebecca have also decided it might work best to do a more staggered series, wherein the videos get filmed and posted twice a month. This could help both with the cost aspect to the project (\$550 per video, shot and edited by Mike Scherling) as well as the relevance of the videos. Rebecca and Lindsay will meet with Mike next week to establish an agreement and timeline.



The Board agrees that this staggered approach is a good angle to take for the series. Antonella mentions that it'd be a good idea to alternate the type of business selected per month: restaurants, retailers, etc.

5. Financial Report:

6. Other:

Next meeting: Tuesday, April 5th, 2022