



**Preston Street BIA
BOARD MEETING
MINUTES**

Tuesday, April 5, 2022 9:30 am to 11:30 am

Avenue North Realty (482 Preston Street)

AND

[Zoom Video Call](#)

Attendance: Antonella Ceglia, Joey Frangione, Lauryn Santini, Claudio Lepore, Sabrina Mtanos, Marcus Filoso, Shane Olsen, Steve Moffatt, Lindsay Childerhose, Rebecca Judd

1. GBA Group – presentation (update on Civic Hospital, via Zoom)

Graham Bird and Sue Walton of GBA Group, and Joanne Read of The Ottawa Hospital providing the Board with an update on the Civic Hospital Redevelopment. This project is taking place at the South-end of the street at Preston/Carling near Dow's Lake. Rebecca will reach out to GBA Group for the slide deck shown at this meeting.

The board looks forward to periodic updates on the Civic Hospital development. The BIA will reach out to MTO and get more information on the proposed changes to the MUP between Carling and Beech.

2. Approval of Agenda

Approved by Joey Frangione

Seconded by Steve Moffatt

Approval of Minutes

Approved by Steve Moffatt

Seconded by Marcus Filoso

3. Chairperson's Report:

3.1 Welcome New Board Member, Shane Olsen of Heart & Crown

The Preston Street BIA would like to officially welcome Shane Olsen to the Board of Directors. Shane is the general manager of the Heart and Crown on Preston – he will sit on the Board for



the current term, which ends in November 2022. Shane began his role on April 1, he looks forward to connecting with new people and helping local businesses thrive.

3.2 Maintenance Items Update

3.2.1 Bollard Lamp Replacement

The BIA currently has two of the bollard lamps in storage. Both were knocked down or vandalized and need replacement. Simpson Electric has not been able to source an exact replacement of our current lamp model (white), so they have proposed replacing all four lamps to match. Lindsay mentions that this expense is accounted for under the maintenance budget. The two lamps differ in delivery time and cost:

- Option 1 costs \$438.25 each, with \$760 charged for labour, for an overall cost of \$2513.00. This would take four to seven days for delivery.
- Option 2 costs \$996.62 each, also with \$760 charged for labour, for an overall cost of \$3986.48. This would take three to four weeks for delivery.

Lauryn suggests that the Board should opt for the most economical, Option 1, and the rest of the Board agrees. Lindsay will follow up with Simpson Electric to see the work completed.

3.2.2 Neon Repair – Neon Empire

Lindsay updates the Board that the BIA will be working with a new contractor to repair the neon “Little Italy” signage at the Queensway and the neon at the archway. The BIA has received a quote from Neon Empire, who can work on the sign as early as April 11th following approval from the City. Neon Empire will charge \$140 an hour for two repairmen and the use of a bucket truck, compared to the previous vendor’s rates of \$190 for two men and a bucket truck.

The Board agrees that this is the best approach to fix the signage.

3.2.3 Spring Power Washing

As part of the Community Activator grant that the BIA successfully applied for and received, there will be \$5600 available for pressure-washing of the businesses in preparation of Italian Festival. This will be done by Goodbye Graffiti.

The BIA will notify businesses in advance of this pressure-washing. The work will start from 6:30 to 9:30 AM, Monday to Friday, and take two weeks to complete.

3.2.4 Banner Flags

The Community Activator grant will also fund the replacement of the banner flags. This will be done by SignFX, our previous signage vendor. The BIA hopes to have



this done by mid-May, in time for the Italian Festival. SignFX will be doing the design, and the BIA will provide creative direction for their designers. Lindsay and Rebecca will provide the Board with design options as they become available for obtain Board approval and proceed with the replacement of the flags.

3.2.5 Crosswalk Art

Lindsay and Rebecca will be doing a site visit with representatives from the City of Ottawa next week to discuss prospective crosswalk art locations. Lindsay and Rebecca will report back on City requirements. They are hopeful that this can be done before the Italian Festival, as indicated by the City's Pavement and Markings department.

3.3 By-law Issue Update – Councillor McKenney Report

The BIA has received numerous complaints from business owners on Beech Street, regarding increased by-law parking enforcement, specifically with regards to parking on the inner boulevard and loading dock areas. The BIA hosted a meeting with representatives from the City and business owners to discuss the issue. Roger Chapman (Bylaw), Phillippe Landry (Traffic Services) and Philip Edens (Traffic Advisor) were in attendance, along with 13 of our member business owners.

The City representatives have advised the BIA to seek a Councillor's report to change the existing policies. The BIA is hopeful that this report can make a difference for the business owners of Beech Street and Little Italy.

Marcus asks if the Councillor has attended any recent meetings; Lindsay replies that while the Councillor's office has provided letters of support for as many as four of our recent projects, Councillor McKenney has not attended recent meetings. Steve asks that the BIA asks the Councillor or a representative from their office to come to future meetings. Lindsay is to reach out to the Councillor's office to request their presence going forward.

3.4 FWC: Outdoor Summer Markets Update

The BIA is looking to launch the outdoor market program in May. Amanda Cockburn of Freewheeling Craft, and project partner, is currently looking for a market space/parking lot to start the program in that would not be cost prohibitive. She would like to finish the market program at the Adult High School parking lot at the height of market season.

Amanda has started cold calling potential vendors and developing a vendor schedule. She has sub-contracted for the creative design and area map. The BIA and partners will begin promoting the markets once a location is established.

3.5 Gift Basket



Antonella suggests that the BIA assembles a gift basket for Zoriana Priadka. She has expressed that the gift basket should be put together with items from Preston Street businesses as a thank-you.

Motion to approve the expense of two gift baskets for Zoriana Priadka and her legal team at up to \$1,250 per basket.

Moved by Steve Moffatt

Seconded by Claudio Lepore

Unanimously approved by the Board.

3.6 Ferragosto Sponsorship

Delio D'Angelo has requested sponsorship of \$6,000 for the Ferragosto Car Showcase in August. The BIA has requested that he provide a written application for the sponsorship of the Ferragosto event before a vote is taken, as outlined in the PSBIA's sponsorship policy. The event would be held on Sunday, August 14th.

Lindsay asks for the Board's input as to the general idea of sponsoring this event. She mentions that Delio is requesting roughly \$6,000 for the event, which is a \$2000 increase from last year. The Board would like to see a breakdown or explanation of the budget increase. It is suggested that a stronger contract be drafted between the BIA and the Italian Car Club, to avoid issues that arose last year around marketing and outline expectations for both parties. The Board also requests animation for the event is dispersed more evenly along Preston Street.

The BIA resolves to discuss the event further upon receiving the sponsorship application.

3.7 Grant Applications

3.7.1 Mural Proposal

The BIA has applied to the City of Ottawa's Mural and Architectural Design grant, for up to 50% matched funding for a new mural in Little Italy. Should the application be successful, the BIA will be working with local artist Dominic LaPorte.

Dominic proposes 180 Preston Street for the mural and has circulated a proposed design and breakdown of budget. The property owner is Gaetone Idone – the BIA has been in contact with Gaetone but are still waiting for his approval and signature. Lindsay and Rebecca have already provided feedback on the mural, requesting further elements of Italian and Ottawa heritage. The mural would have to be completed by the end of July.



Marcus asks if the La Dolce Vita sign on the side of the building can be removed to accommodate the mural. The BIA will look into this option. If the property owner does not accept this idea, Sabrina proposes the alternative of incorporating “La Dolce Vita” into the mural somehow – this would stand as a slogan, and not necessarily as the business name. Joey mentions that La Dolce Vita is a tenant and may be subject to change in the future. The BIA will further explore this option.

The Board asks for the cost of the mural; Dominic has quoted the BIA \$9500 for this work. 50% of the mural budget would be covered by the City grant, the rest through a street improvement.

The BIA will respond to Dominic with creative direction.

3.7.2 Strategic Planning Proposals

The BIA has also applied for the City of Ottawa’s Market Research Grant to fund a general strategic planning package; this grant would cover 50% of the costs of working with a consulting firm.

The BIA will also be applying to the Ontario Trillium Foundation’s Resilient Communities Fund for strategic planning; this grant would cover the costs completely.

Lindsay has requested proposals from local firms and will share them with the Board once the outcome of both grant applications is known.

3.8 Italian Festival

Lindsay updates the Board with several Italian Festival items:

- The special events applications have all been submitted for the Car Parade, the Bike Race, Italian Week, and Italian Festival/Street Party (BIA).
- The SEAT meeting has been rescheduled and is currently pending the receipt of documentation from the Ferrari Club.
- The membership meeting will be scheduled for late April, during which the information on how to participate in the festival will be shared.
- The BIA is waiting to circulate the next newsletter until further information on the above items can be provided.
- The BIA will circulate the minutes and make present a marketing/advertising plan and budget to the Board in the coming weeks, following the input and feedback received during the marketing meeting.



Marcus asks if Lindsay can reach out to Italian Week Ottawa and incorporate viewings for the F1 races in their event schedule; these races are being held in Montreal the same weekend as Italian Festival. Lindsay will investigate this further.

4. Marketing Update:

4.1 People on Preston Video Update

Rebecca has connected Mike Scherling to the two POP businesses for the month of April: Perch and Plateau Cannabis. Spice & Dough was previously contacted but did not respond; they will be given one more opportunity to participate at the end of the campaign. POP shooting will begin in April, so that new videos can be posted as soon as May.

4.2 Website Update

New website updates to the prestonstreet.com page are currently being finalized by Lindsay and MobileFringe; these include changes to the People on Preston page (videos to be uploaded), and a non-member newsletter sign-up option.

5. Financial Report:

5.1 Budget Update, Reserve Fund

Lindsay provides an update on the BIA budget and will circulate the operating status report for March with Board members.

Lindsay mentions the Downtown Recovery Program grant of \$8000, given to the BIA from OCOBIA. The grant funds the administrative efforts of BIA staff to approve micro-grant applications from Little Italy business owners to the Downtown Business Recovery Fund.

Lindsay also notes that settlement payments have been taken out of the 2021 reserve fund. The BIA has applied for coverage through the City of Ottawa; the current reserve fund figure will be adjusted if this is covered by City insurance.

6. Other:

Next meeting: Tuesday, May 3rd, 2022