



## **Preston Street BIA BOARD MEETING MINUTES**

**Tuesday, May 3, 2022 9:30 am to 11:30 am**  
[Zoom Video Call](#)

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

### **1. Approval of Minutes**

Approved by Lauryn Santini  
Seconded by Shane Olsen

### **Approval of Agenda**

Approved by Marcus Filoso  
Seconded by Shane Olsen

### **2. Chairperson's Report:**

#### ***2.1 Update on Events***

##### ***2.1.1 Tulip Festival***

The Tulip Festival is returning to Little Italy this year, from May 13<sup>th</sup> to 23<sup>rd</sup>. The BIA previously approved a sponsorship of \$5000 for the Tulip Neighbour Package. As the only BIA to sponsor the festival, Little Italy will now be denoted the Official Tulip Neighbourhood; the place to dine, shop and explore when attending the Festival. In addition to marketing and advertising, the sponsorship also includes ten wooden tulips that the BIA will hang for street decor in Little Italy. Lindsay and Rebecca will hang these on the week of May 9<sup>th</sup>.

The BIA has launched the Tulip Festival event page on our website and scheduled a marketing campaign on Facebook and Instagram. Pictures and stories will be shared, as well as videos – Rebecca will go down to Dow's Lake and take real-time content, including TikToks and Reels.

##### ***2.1.2 Preston Street Market – Freewheeling Craft***



The BIA will be partnering with Freewheeling Craft this summer to execute the Preston Street Market. The market is set to launch on Sunday, May 29<sup>th</sup> and will continue each Sunday going forward from 9am-3pm. The markets will take place in the laneway of Preston Square, beside Pure Kitchen and in the parking lot behind Preston Square. A proposed layout map has been shared with the Board. Because a main objective of the markets is to have good visibility and drive traffic from the street, the BIA has discussed using feather banners leading up to the laneway to attract customers. The BIA will also have market signage along the street.

Freewheeling Craft is working with an illustrator, FallDownG to produce a market map and distinct look and feel. The BIA is also in talks with Yogatown to host outdoor yoga in the greenspace behind Preston Square. Lindsay reaffirms to the board that a vendor list will be circulated to members in advance of each market and that 10% of the market spots are to be reserved for Preston Street BIA businesses as part of the sponsorship agreement. She also shares the COVID-19 preventative measures in place, including handwashing stations.

### ***2.1.3 Italian Festival***

The SEAT meeting for the festival will take place on May 10<sup>th</sup>. Lindsay shares the event schedule that has been solidified so far, noting that it largely resembles the 2019 schedule; the stilt walkers and soccer jugglers are coming back, and Arthur Murray will be doing Latin couples' dancing lessons on the street. Any questions about the events schedule can be directed to Lindsay. She can also provide the road closure schedule, coordinated by JF Picard – Event Central will be reviewing this on May 10<sup>th</sup>.

The Italian Festival marketing is also making good progress. A first version of the poster has been drafted, and tree guard design is underway as well with drafts of that design ready in the next two weeks. Business postcards and resident notification letters and parking passes will be designed internally.

## ***2.2 Update on Grants***

### ***2.2.1 Downtown Recovery Grant***

Lindsay announces that the BIA has received the Downtown Recovery Grant, provided by the City of Ottawa, which reimburses the BIA double of what the organization spends on a given “downtown recovery” project that aims to drive traffic to the BIA. For this grant, the BIA applied for the outdoor market program and received \$20,000 matching funding from the city to elevate the market.



With these funds, the BIA will be purchasing assets to use for the market and that can be kept for marketing and events moving forward. These include feather/teardrop banners (mentioned in 2.1.2, to be used at the foot of the Preston Square laneway), a branded steel-frame tent, signage holders for events as well as permanent installations, targeted advertising and media. Lindsay shares with the Board that she would like to use the majority of these funds to create a tourist draw in Little Italy during the markets, and beyond. She puts forward the idea of three large, branded Adirondack chairs to offer unique opportunities for community engagement. Lindsay expands on the Adirondack chairs, explaining that they will be a great marketing opportunity for the area and asks for the Board's opinion on these expenses. They are winterized and portable, and Lindsay mentions that the grant has budgeted for three chairs.

The Board agrees with these decisions. Marcus suggests that they be distributed throughout the neighbourhood for different events to share the advertising opportunity. Joey raises that an encroachment permit may be needed for this type of installation; Lindsay and Rebecca will investigate this further. They will also propose alternative slogans and hashtags for the chairs.

## ***2.3 Street Maintenance***

### ***2.3.1 New Bollard Lamps***

The bollard lamps were replaced on April 19<sup>th</sup> by Simpson Electric, using the new Board-approved model.

### ***2.3.2 Neon Repair***

Neon Empire will be visiting the sign from 7 to 11 PM this evening, May 3<sup>rd</sup>. Their team experienced delays from the MTO work under the overpass but now has permission to be onsite to move forward with the repairs.

Lindsay asks if Steve has discussed the previous project delays with Ray Neon; Steve responds that he has not had the chance.

### ***2.3.3 Tree Guard Replacements***

The City of Ottawa's Forestry Department visited the street to see the damaged tree guards and missing trees. The City has identified 11 tree guards in need of replacement and ordered the replacements to then be installed by end of May. Lindsay believes the missing trees will be replaced by end of June, although the tree near Pub Italia will not be replaced because of a lack of clearance between the patio and the street. Lindsay explains that the city's other option for Pub Italia is to remove all four trees in front of their patio to give proper clearance. Steve asks that the BIA gets this in writing from Forestry.



#### ***2.3.4 New Banner Flag Design***

SignFX is ready to install the flags, pending Board approval of the design.

Lindsay presents different options to the Board – the Board selections option 2a, a flag that features two Italian flag graphics with “Little Italy” on one flag and “La Vita è Bella” on the other, placed centre between the two graphics. The Board universally appreciates this design for its simplicity, and the ways in which the flag is integrated. Marcus asks for the first flag (featuring “Little Italy”) to be alternated with “Piccola Italia”, which translates to “Little Italy” in Italian. Lauryn also proposes that the second flag is alternated, with different Italian slogans: “Benvenuto!”, “Ciao!” etc. Claudio proposes less white on the flag, so as not to fade with time; Lindsay will ask the graphic designer to make the flag graphics slightly bigger. Sabrina also asks if an option can be shown where the lettering is outlined in a slight black line.

Lindsay will bring these updates to the graphic designer, to ensure the turnaround time for installation occurs before the Italian Festival.

#### ***2.3.5 Bench Replacement***

The tri-colour bench replacement has been on hold since November following Dean Johnsons leave from his position in the Integrated Street Furniture program. The city just brought on Kathleen Wilkinson to take his place and so Lindsay and Rebecca will be working with Kathleen to get the project back up and running. The BIA has a meeting with Kathleen Wilkinson next week to update her on the project and will let the Board know of next steps.

#### ***2.3.6 Crosswalk Art***

Lindsay and Rebecca held a site visit with the Pavement Markings team of the City of Ottawa. After walking the street, both the BIA and the City mutually agreed to pursue two separate locations of two markings each: Preston and Young, and *Preston and Pamilla*. Rebecca provides the reasoning for this new location: the provincial government no longer allows special painting to be done at pedestrian crosswalks (such as Preston and Anderson), and special painting cannot occur on interlock, concrete, or other types of roads. Knowing this, Preston and Pamilla remains the only other feasible location for crosswalk art.

The \$22,000 received from the My Main Street Community Activator grant was awarded based on three paintings done (i.e., one crosswalk with two paintings and one pedestrian crosswalk with one painting). The BIA will follow up with the Pavement Markings team to determine how much extra, if any, will need to be paid to complete these two new locations. The BIA also awaits an official mock-up of the artwork, as well as an updated timeline for these two locations.



The Board understands these constraints and approves of the updated locations. Steve mentions that artwork north of the Queensway would be ideal, but Rebecca and Lindsay remind him of the interlock and pedestrian crosswalk constraints. He then proposes that other beautification measures, such as the Adirondack chairs, be dispersed in the North end to share the improvements.

## ***2.4 Sponsorship Requests***

### ***2.4.1 St. Anthony's Soccer Club***

The BIA has received a sponsorship proposal from the general manager of St. Anthony's Soccer Club for their Little Azzurri house league. The ten-week soccer league happens right on Preston; their overall budget is \$7,000 and the Club is requesting \$3500 for the BIA to sponsor their jerseys.

The sponsorship would ensure that the BIA logo is on the front of all jerseys, and Lindsay states it would be a strong act of goodwill towards the community. This would also eliminate financial barriers for participating children, with St. Anthony's handling payment for the league expenses.

The Board agrees that this would be a worthwhile gesture.

**Motion to approve a sponsorship of \$3500 for the St. Anthony's Soccer Club, to be directed to the Little Azzurri House League.**

Moved by Steve Moffatt.  
Unanimously agreed.

## **3. Marketing Update:**

### ***3.1 People on Preston Video Update***

Rebecca updates the Board that Round 2 of POP is well underway. Perch Restaurant has finished their videos, and Mercato Zacconi and Avenue North Realty are being shot on May 10<sup>th</sup>. Subsequent spots will be offered to new businesses.

### ***3.2 Website Update***

Rebecca showcases the new website updates to the Board. These include:

- Events: All spring/summer events are now live. Thanks to a credit from Larrass Translations, the events are available in both English and French.
- People on Preston: The new People on Preston page is now live, with all videos on the website. Each business with a POP video has contact information listed, as well as



a brief business description. Rebecca notes that this lives separately from their directory listings.

- News: The News tab has been updated with a post spotlighting The Gladstone's new programming, as well as a post to support Italian Festival. Lindsay mentions that the News tab will be a place for community news and press releases.

### ***3.3 Spring on the Street – Contest***

Rebecca shows the Board the “Spring on the Street” contest page. Three prizes of \$100 gift cards to a favourite Little Italy business will be offered, in exchange for filling out a contact form. Participants will be able to sign up for a future non-member/community newsletter, as well as to mark whether they are residents of Little Italy. This information will be useful for future events, road closures, and market research. The contest will be launched once other priorities have been completed, by the end of the month.

## **4. Financial Report:**

### **4.1 Grant Revenue YTD**

### **4.2 Operating Status**

### **4.3 Value of the Reserve Fund**

## **5. Other:**

### ***5.1 Plouffe Park and St. Anthony's Soccer Field***

Back in March, Lindsay reached out to OCDSB about the state of the vines on the AHS fencing. Lindsay asked the school board if there were any opportunities for the BIA to partner with them in maintenance; the school board responded that it would be cost-prohibitive to remove the vines, and that it wouldn't be possible because the vines are now fused with the fence. Marcus inquires whether the BIA can share the costs of their removal. The school board will provide Lindsay with a quote for the removal of the vines once received from the school board, and in the meantime the Board requests that Lindsay sources a quote as well.

The Board agrees that Plouffe Park has not been properly maintained, and Lindsay mentions that the BIA wrote a letter to Councillor McKenney to ask for support in further maintenance.