



Preston Street BIA BOARD MEETING MINUTES

Tuesday, June 7, 2022 9:30 am to 11:30 am
[Zoom Video Call](#)

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

1. Approval of Minutes

Approved by Steve Moffatt
Seconded by Marcus Filoso

Approval of Agenda

Approved by Steve Moffatt
Seconded by Marcus Filoso

2. Chairperson's Report:

2.1 Update on Events

2.1.1 Preston Street Market

The first market was held on Sunday, May 29th in the laneway and back parking lot of Preston Square. The market was well-received by the community, although traffic was slower than expected due to the road closures for Ottawa Race Day. The BIA collected lots of collateral for future marketing, and Amanda Cockburn of Freewheeling Craft also hired a photographer to take footage. The next market is slated for June 12th and will feature a farmer vendor as well to bring an authentic market feel. The market series features weekly community yoga, as well as kids' colouring activities and sketch and stretch sessions.

About five of the BIA merchants are interested in participating in the series; they are in talks with Amanda to secure their spots. Casa Nicastro has been offered the opportunity to serve gelato as the sole vendor at future markets. With the Downtown Recovery Grant that the BIA received, we have purchased A-frame signs and teardrop banner flags that will further promote the markets directly on the streets.

The branded tent is underway on design and should be ready for future markets. The two tourist chairs will be ready for mid-to-late-July, which gives the BIA



time to check in on by-law and permit requirements with the City of Ottawa. The targeted ad spend budget will also be used for future market promotions.

2.1.2 Italian Festival

The street closure has been organized and approved by the City of Ottawa. The paid duty police contracts have been signed and sent back. All businesses who previously wanted to extend their service areas have submitted applications; the City has received these and issued a Letter of Non-Objection, which will be given to the businesses who are participating. Barricades have been ordered through BeaconLite at a 50% discounted group rate. Street performers have all been booked and have contact information/locations for the event dates when they're performing. This year, the BIA will be working with Ottawa Circus Stilt Walkers, Birthday Party Magic, Chris the magician, Arthur Murray Dance, Yogatown, and the Ottawa Fire Services Band.

The final step is marketing. Lindsay takes this opportunity to show the Board what Laura Featherston has designed: tree guards, postcards, flyers, and social media graphics. These have QR codes that link back to our event pages, and for future years, stickers can be purchased that replace the event dates and QR codes. The BIA has also commissioned some GIFs for Instagram, featuring Little Italy and Preston Street designs that can be used in the future. Searching "little Italy", "Preston Street", or "Italian Festival" can pull these up on any GIPHY search menus.

Resident notification letters must be distributed at least ten days in advance. Rebecca and Lindsay have distributed over 400 resident flyers and access passes. Each resident package had one access pass, road closure information, maps, and an event schedule flyer. The BIA number was also provided if anyone had questions leading up to or during the Festival.

Today and tomorrow, Lindsay and Rebecca will deliver packages to the businesses. Businesses have received road closure info through the newsletter and will receive the same package as residents. They will also receive posters, postcards, and Italian flags. These will be given to businesses who will be open for the Festivities. The Italian Embassy was unfortunately only able to provide 100 paper flags, so the remainder of flags needed were ordered and picked up last week.

Marcus inquires about the Ferragosto event proposal from Delio d'Angelo. Because Delio did not provide a financial breakdown for the event, he does not fulfil the BIA sponsorship requirements – and thus, the event will not be sponsored.

Lindsay raises concerns from food trucks located at the Preston and Louisa lot, who did not receive Festival information that was supposed to be circulated. The



BIA sent the package digitally but would like to connect for more information. Marcus has agreed to share the contact information for these businesses with the BIA.

Marcus inquires about advertising beyond the National Capital Region; Rebecca explains that the Narcity advertisement will reach the Montreal area, and that Insieme advertisements will also attract those demographics, but that the budget did not permit for the hiring of a Montreal influencer. In the future, the BIA would like to make out-of-town Festival marketing a priority.

2.1.2.1 IWO and FCA Ottawa Discussion

Last week, Antonella and Lindsay had a conversation with Peppe about Italian Festival and the Ferrari Festival. Peppe was surprised to learn that Italian Week was in control of their Italian Festival funds. He expressed disappointment about this; he still processed the Ferrari Festival payment and sent an invoice to the BIA but requested that next year that he'd like to be involved in future financial discussions. This subject will be addressed in the post-mortem meeting.

2.1.2.3 Marketing Plan/Update

Lindsay will be appearing on Morning Live to promote the Italian Festival, along with Shannon Whidden of Italian Week. For future Festivals, Canada Life & Travel Magazine has offered the BIA a great package for print advertising to reach different demographics.

2.2 Update on Grants

2.2.1 Downtown Recovery Grant

Previously discussed under Preston Street Market.

2.2.2 City of Ottawa Mural & Architectural Grant

Dominic Laporte is drafting a new rendering, incorporating the 180 Preston business owner's artistic preferences. The City of Ottawa requires some sign of progress by June 30th; Lindsay and Rebecca will connect with Mike Bureau to provide this. The final rendering will be provided to the Board before painting begins.

2.3 Street Maintenance

2.3.1 Neon Sign

The neon signs were repaired on May 30th by Neon Empire. There is a piece of green neon that is still out on the left side of the Archway at Carling; Marcel from Neon Empire has ordered replacement LED glass and will get it done within the next month. This updated repair will not require a two-way road closure.



2.3.2 New Banner Flags

The banner flags are halfway installed – the parts to be completed are Somerset, Gladstone, and some posts farther North on Preston.

The BIA received a call from Musca Wine to report that Somerset had been ‘missed’ in the queue of banner flag installation. While Lindsay explained that the banners were still being installed, Musca asked that future street installations begin on Somerset and move from there. Marcus proposes that a tourist chair gets installed in the Somerset area.

Antonella inquires as to when the final banner flags will be installed; Lindsay responds that they should be finished by the end of day.

2.3.3 OCDSB – Vine Removal at Adult High School

Lindsay has requested quotes for vine removal landscaping; she has not heard back yet but will follow up with these contractors. Lindsay also followed up with Robert Melesky of OCDSB about making the vine clean-up a community initiative and has not yet heard back. Lindsay would like to receive answers before the soccer tournament.

3. Marketing Update:

3.1 Social Media and Website Report

The BIA has reached 5000 followers on Instagram, surpassing growth trends by over 300% – largely due to Italian Festival marketing, but also the Preston Street Market and People on Preston videos.

Web traffic has also surged due to the event pages and People on Preston redesign. These numbers are expected to continue to grow as POP is re-advertised and the event marketing increases.

4. Financial Report:

4.1 Operating Status

The May Operating Status will be circulated once it is received.

5. Other: