



## **Preston Street BIA BOARD MEETING AGENDA**

**Tuesday, August 9, 2022 - 9:30 am to 11:30 am**

[Zoom Video Call](#)

**Attendance:** Antonella Ceglia, Steve Moffat, Tony Zacconi, Claudio Lepore, Sabrina Mtanos, Shane Olsen, Lauryn Santini, Joey Frangione, Lindsay Childerhose

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

Approved by Tony Zacconi  
Seconded by Shane Olsen

### **Approval of the Agenda**

Approved by Shane Olsen  
Seconded by Claudio Lepore

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

#### **2.1 Preston Street BIA AGM and Board Elections**

A reminder is given to the Board of the upcoming AGM, which will be taking place in Q4 of this year. 2022 is an election year, meaning that Board member positions will need to be put up for re-election in concurrence with the municipal elections, happening on October 24<sup>th</sup>. All existing Board members must stand for re-election for the next four-year term. All members with good standing in the BIA, along with existing Board members, can stand for election.

The last Board elections for the Preston Street BIA took place at the 2019 AGM on January 15<sup>th</sup>. During that meeting, three motions were passed in regard to future annual general meetings; 1) the Board voted to host the meetings in September going forward, 2) that members must be present to be elected for a seat on the Board and 3) that voting by proxy will be permitted at the AGM.

Lindsay asks the Board if they would like to hold an in-person AGM this year, and if the AGM will once again take place in the fall. She mentions that the city has asked that elections take place in Q4 of 2022, so that the newly appointed Board can be sent to council in early 2023.

The Board agrees that they would like to see the AGM return to in-person this year and asks that Lindsay look into hosting the meeting at a large event space within the BIA. Sala San Marco and St. Anthony's Banquet Hall are among the few suggested.

Antonella asks that the BIA look at dates in September or October for the AGM, as November is too late in the year and too close to the holidays. She also asks that Lindsay look into what was spent on the AGM dinner in 2019 and report back to the Board.



Lindsay is to send out an update about the AGM and a reminder about the Board elections in the next newsletter.

## **2.2 Traffic and Roads Update**

### *2.2.1 MUP Detour Phase 2*

Lindsay provides an update about the Trillium MUP and Preston Reinstatement Project, as given by Enrique Gracias, Senior Engineer at the Rail Construction Program.

The LRT has completed work on Preston and will soon begin reinstating parking on Preston, Louisa and Young. All construction activity currently taking place under the overpass is for the MTO's upcoming rapid bridge replacement project. More specifically, Bell utility workers on are the site laying utility lines and replacing a manhole under the overpass and in the 301 Preston lot in advance of the replacement.

The LRT Stage 2 contractors have completed the reinstatement of Young Street, which includes the reopening of the cul-de-sac and parking lane on the north side.

The main Trillium MUP that connects Young St. to Gladstone St. has also been reopened; a pathway has been paved connecting the main MUP to Louisa Street which is intended to be opened later this week to allow the final section of the MUP to be completing, requiring a temporary rerouting of pathway between Carling and Adeline.

In the coming weeks, LRT contractors will hydroseed the landscaped areas around the MUP, install streetlights on the pathway, and change over parking signs to allow street parking reinstatement on the aforementioned streets. They expect to complete the project by the end of August.

The Trillium Pathway will be closed between Carling and Adeline from August 12<sup>th</sup> to October 14<sup>th</sup> to install station servicing for the Carling LRT Station. This information will be shared with the members through the newsletter.

## **2.2 Update on Grants**

### *2.2.1 Bilingual Ottawa Grant*

The BIA has received funding from the ACFO/Bilingual Ottawa grant program, in the amount of \$18,000. The grant is to be used for a bilingual marketing campaign for Little Italy, specifically one that creates connections with the area's new, bilingual residents. Lindsay updates the Board that this project will take place between now and the end of the year. A large portion of this grant money is to be spent on translation services. To start the project, the BIA will be offering free translation services to members in the upcoming newsletter as a small business resource. The offer will allow for translation of business descriptions and website content up to a predetermined maximum of words, determined by the amount of funding that can be allocated to that expense.



Updated, bilingual business descriptions will be used to update the BIA website directory and will also be rolled out into print and digital content in both Fr/En as part of the grant project.

#### *2.2.2 Reconnect Tourism Grant*

After a delay in the approval process, the BIA has finally heard back from the Reconnect Tourism and Events Program. The BIA has been awarded \$26,640 for Italian Festival expenses. Lindsay informs the Board that this funding is purely reimbursement based, and will go right back into the events budget, as the expenses for Italian Festival have already been incurred.

As a result of receiving this grant, the BIA has now come in under budget for the Italian Festival for 2022. Lindsay shares the finalized event budget for 2022 with the Board and indicates that she will circulate a copy by email following the meeting.

#### *2.2.3 Mural and Architecture Grant*

The BIA is still pursuing the Corso Italia Community Mural Project as funded by the City of Ottawa Mural and Architecture Grant Program. A mural callout was included in the last newsletter which resulted in some interest from business owners. Once a building and artist are selected, Lindsay will send the mural artwork for Board approval and proceed with the project through the City's Public Realm Program.

### **2.3 Street Maintenance**

#### *2.4.1 Carling Electrical Box Wrap*

SignFx will be wrapping the electrical box at the Carling and Preston intersection in the vespa and classic Italian cars design. The work is slated for the first two weeks of August.

#### *2.4.2 Green Neon on Archway*

The repair of the green neon on the archway at Carling and Preston has been in progress for a few months. Neon Empire is currently sourcing replacement LED glass tubing to complete the repairs. They have updated the BIA that the glass tubing is difficult to source and has tripled in price in the last two years.

Once received, Lindsay will send Neon Empire's quote to the Board and discuss how best to proceed.

#### *2.4.3 Tri-Colour Bench Replacement*

The Italian flag-coloured benches have been ordered through the City's Integrated Street Furniture Program. The street furniture department has informed the BIA that delivery will take a minimum of three weeks and that the benches can be expected to be installed in the fall of this year.

Reinstallation of the street benches presents a good opportunity for a review of the locations and positions of street furniture on Preston. A request for feedback was shared



with the membership in the last newsletter, and all responses received from the membership were shared with the Street Furniture Program prior to the order being placed.

#### *2.4.4 Fall Street Decor*

Sharon House of Avante Guard Designs has once again approached the BIA with a proposal for harvest street décor. Photos of the street displays from 2019 are shared with the Board, along with Sharon's quote of \$27,346.00.

Lindsay also shares that she reached out to Nutrilawn for alternative options for fall-themed street décor. Nutrilawn's sister company is Christmas Décor Ottawa, who have a large network of commercial decorators in the city. Nutrilawn reported back to the BIA that they had a difficult time finding harvest décor, and instead recommended additional banner hardware on unused lamp posts boasting seasonal fabric banners that could be changed for fall, Christmas, tulip festival, etc.,. The BIA has asked for a quote from both Christmas Décor Ottawa and SignFX for this.

It is discussed that the BIA purchase large wine barrels to be used as standing tables during the upcoming La Vendemmia event, which can be placed on the street in advance of the event start date to decorate the street and promote the Long Table Dinner.

The Board asks that Lindsay send the street décor "packages" to the Board for e-vote once all quotes are received.

### **3. Marketing Update:**

#### **3.1 Social-Media and Website Report**

The BIA is still very active on all social media channels. A snapshot of the BIA follower count and reach on Facebook, Instagram, Twitter and Tiktok is shared with the Board. It is highlighted that, although the BIA had to create a new Facebook page in the fall of last year, the new page has recovered more than half of the old page's follower count. This number is still climbing.

The website traffic and behaviour analytics are shared with the Board. Lindsay notes that traffic was down from July to June due to the high numbers of visits we received during the Italian Festival. Website traffic for July is consistent with the month of May, a more typical month for programming. The BIA will be using the blog and contest features on the website going forward to drive traffic and increase website visits.

#### **3.3 Update on Events**

##### *3.3.1 La Vendemmia: Starlit Dinner and Grape Stomping*

The BIA will once again host the La Vendemmia: Long Table Dinner in late September of this year. Lindsay shares with the Board an overview of the event logistics from 2019 and notes that some improvements can be made to the event for this year.



An event date of Sunday, September 25 from 5:30pm to 8:00pm proposed and it is discussed that the timeframe and location of the road closure for the dinner will be the same as in year's past. The road closure is planned to take place on Preston from Aberdeen to George, with the dinner set up on the north-bound lane, leaving the south-bound lane for emergency vehicle access as required by the City. The road closure would take place from 4:00pm-10:00pm; Lindsay has reached out to Jean-Francois Picard for a quote to manage this.

The Board agrees that the event could aim to seat up to 200 people this time (compared to 150 in 2019) and charge slightly more for the tickets. A ticket range of \$60-\$75 is suggested, with most agreeing that the higher price would still be reasonable.

Antonella asks that the table be broken up into sections or, at minimum, have small breaks so that servers can more easily pass through. She also notes that, due to Covid19, family-style service may not be favourable for guests, and that this year the BIA should take into consideration the comfort-level of attendees following the pandemic. Buffet-style service with a designated server is proposed.

The Board also agrees that tickets should be put on sale earlier to help sell out the event. Lindsay shares a proposed timeline for getting approval, planning, organizing, and executing the Long Table Dinner. She will reach out to the city in hopes to book a brief SEAT meeting for the road closure in the coming weeks. Marketing and ticket sales will have a tentative launch date of September 1<sup>st</sup>.

Lindsay is to share the drive link to photos of the 2019 event with the Board following the meeting.

#### **4. Financial Report:**

##### **4.1 Operating Status**

Lindsay will share the July operating status with the Board as soon as it becomes available.

#### **5. Other:**

The Board is updated on the vacant Marketing Coordinator position, as Rebecca Judd accepted a communications role with a new organization in July. The Board agrees that the BIA is in a good position to take adequate time to rehire for the coordinator role. Lindsay is to post the job opening online and ensure that the right candidate be selected, rather than rushing to fill the role.



### **Carry Forward Items**

1. AGM and Board Elections
2. Green Neon Archway Repairs
3. Artwork for City-Funded Mural Project
4. Rapid Bridge Replacement Timeline