



**Preston Street BIA  
MEETING MINUTES  
Tuesday, October 4, 2022, 9:30 am to 11:30 am**

[Zoom Video Call](#)

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

**Guests:** Giuseppe Castrucci, Shannon Whidden, Mariano Ranallo, David Bilenky

**1. Approval of Minutes**

Approved by Marcus Filoso  
Seconded by Joey Frangione

**Approval of Agenda**

Approved by Claudio Lepore  
Seconded by Sabrina Mtanos

**9:35am – Ferrari Festival and the Canadian Grand Prix Discussion; FCA Ottawa, Italian Week Ottawa, Bike Race Ottawa and ICCO**

Giuseppe Castrucci, FCA Ottawa, has come to the Board with a proposal to move the Italian Festival dates for 2023. The Canadian Grand Prix has announced that their 2023 event will take place on the weekend of June 16-18, once again presenting a conflict with the Italian Festival and Ferrari Festival dates for next year.

It is shared that one of the biggest issues with this year's event was the lack of participation from the car clubs due to the scheduling conflict with the Canadian GP. Giuseppe notes that the Ferrari Club saw the lowest participation in memory, with only 20-25 vehicles on the street. He adds that FCA was forced to open participation to other types of cars for both the display and the demo zone to ensure they put on a good show for attendees.

Giuseppe proposes that the festival be moved to June 9-11, adding that this would allow FCA to 1) get cars from Toronto and Montreal and 2) to find a major sponsor for the event.

Shannon speaks for Italian Week about the expectation from the community and their long-term attachment to Father's Day weekend; however, the partnership between FCA Ottawa, ICCO, BRO, and the PSBIA is what makes the event such a draw and for that reason Italian Week would be willing to work with Giuseppe on changing the date.

Shannon proposes the weekend of June 23-25, adding that the weekend after Father's Day would mean better weather, more time to plan, and an easier time getting volunteers.



Marcus asks if Italian week would have a full three weeks of programming or if there would be a break between the start of Italian Week and Grand Finale Weekend.

Shannon responds that Italian Week would shift their programming to start on the 15<sup>th</sup>, adding that they are scaling up their events this year so the week will already be very busy.

The Board outlines three main concerns with changing the date; 1) conflict with St. Anthony's Procession, 2) conflict with any other major events happening in Ottawa and 3) any push back from the community based on the long-term attachment to Father's Day Weekend.

Shannon raises a concern about conflict with the Dragon Boat Festival at Dow's Lake, which takes place the weekend of June 24-25. It is agreed that this could work to compliment the Italian Festival, driving more traffic to the street.

David speaks for Bike Race Ottawa and raises concern about changing the long set calendar for their race season. He notes that Rideau Lakes happens on the weekend of June 9-11 in Kingston, and that this would mean most of BRO's volunteers would not be in Ottawa for those dates. He adds that the weekend after is more appealing for Bike Race if the date needs to be changed.

Lindsay asks if Board members from both Italian Week and the BIA expect that there will be a big push back from the community on changing the date after so many years. Both the Board and Shannon agree that it is a difficult decision, but there would be greater push back from the community if the event quality diminished because the car clubs could not participate in full.

It is agreed that Shannon and Lindsay will book a meeting with the Dragon Boat team and see if a collaboration is possible. The Board will discuss further and respond to Giuseppe's proposal about changing the dates in the coming weeks.

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

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

Lindsay updates the Board that the membership has been alerted about the upcoming AGM and Board elections. They were sent an initial notice in August about the election year, how to run for a seat on the Board, and how to RSVP for the in-person meeting. She adds that she will be conducting follow ups and in-person invitations in the next week.

### *2.2 Preston Event Centre Bylaw Issues Discussion*

In advance of the meeting, an update was shared with the Board via email about Preston Event Centre and their issues with Bylaw. The member has requested help, asking if the BIA would assist them in a community-based approach to inform residences that they should expect loud volume from the St. Anthony's at set hours.

The Board agrees that the BIA should help the member but must acknowledge that the BIA has one resource, which can't be allocated to just one business. It is suggested that Lindsay help to prepare documents for Preston Event Centre.



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

##### *4.1 Operating Status*

##### *4.2 Presenting the 2023 Budget*

Lindsay shares a draft of the 2023 Budget with the Board, adding that the budget will need to be approved by the Board then approved by the membership at the AGM.

Key changes from the 2022 budget are highlighted as follows;

- Changing "Presdelicious" budget to "General Promotion" for miscellaneous promotions, targeted advertising, People on Preston videos, and content creation throughout the year.
- Increasing the Italian Festival budget to reflect actual spending from 2022, including increased security/police costs and sponsorship increases.
- An increase of \$13,000 in archway maintenance to repair the green neon on the Carling archway next winter.
- Nutrilawn and Goodbye Graffiti rates are back to pre-pandemic amounts.
- An added budget of \$5000 for changing seasonal banners 4 times a year.
- A budget of \$5000 + \$1200 for bridge replacement expenses to help prepare and manage expectations for the preliminary work for the bridge lift.

The Board is asked to discuss the levy for 2023. It is agreed that the Board should slowly increase the levy over the next few years. Lindsay is to send this to the Board by e-vote and confirm before circulating the budget and Annual Report to the membership.

#### **10:30am – SPAO Photo Hop Proposal Presentation; Jon Hobin of SPAO**

Jon Hobin of SPAO (School of Photographic Arts on Preston Street) presents the SPAO Photo Hop Proposal which was circulated with the Board in advance of the meeting.

Jon is to send a follow up sponsorship request to the Board that includes a budget for the Board to vote on.