



Preston Street BIA BOARD MEETING MINUTES

Tuesday, November 1, 2022, 9:30 am to 11:30 am

[Zoom Video Call](#)

1. Approval of Minutes

Approval of Agenda
Approved by Steve Moffatt
Seconded by Sabrina Mtanos

Approval of Minutes
Approved by Lauryn Santini
Seconded by Shane Olsen

1.2 Election for Chair, Vice Chair and Treasurer Positions

As a follow up to the AGM on October 18th, the Board discusses election of the executive positions, including the Chair, Vice Chair and Treasurer. It is proposed that Steve Moffatt stand for the Chair position and Marcus Filoso stand for Vice Chair. Lauryn Santini has offered to stay on as Treasurer.

Lindsay is to send acceptance of the executive positions for e-vote in a follow up to the meeting.

1.3 New Board Member Application, Houry Avedissian

The Board discusses the election of Houry Avedissian to the Board. Houry is the owner of Ha2 Architectural Design at 450 Preston.

Motion to approve acceptance of Houry Avedissian as a new Board member.

Moved by Steve Moffatt.

Seconded by Shane Olsen.

All in favour. Unanimously accepted.

2. Chairperson's Report:

2.1 Italian Week New Dates Discussion Continued

Last week, the Board voted to approve new dates for the Italian Festival in 2023. In response to a proposal from Giuseppe Castrucci and FCA Ottawa, the festival will now take place on the weekend of June 23-25, to avoid conflict between the Ferrari Festival



and the Canadian Grand Prix. Lindsay will be meeting with the Dragon Boat Festival in the coming weeks to discuss any possibility for collaboration.

2.2 Preston Street Holiday Hunt

The team who runs Lockdown Ottawa Escape Room has put together a proposal in partnership with Call Betty (a local marketing and events firm) to bring people to Preston Street during the holidays.

The event is a holiday-themed scavenger hunt on Preston Street that involves our local businesses and offers prizes to the winners of the hunt. The promo is free for families to enjoy and would run for two months starting in mid-November until early January.

Lockdown Ottawa has proposed to create the scavenger hunt platform, booking site and user tracking for the game. Call Betty will organize the event and do the marketing and communications. The marketing would include shining a spotlight on businesses in the BIA along with highlighting retail and holiday-themed specials.

The game would see snowflakes hung in store windows, making it accessible for all businesses to participate. There would be a cost to businesses who take part in the game component or who just want their logo and website link advertised.

Steve underscores that Call Betty is a leading marketing firm in Ottawa and has a track record of successful campaigns.

The proposal is asking for a sponsorship of \$10,000. Steve tells the Board that Waterford is willing to provide 25% of the sponsorship and asks the Board if they agree to a collaborative approach.

Marcus proposes that the first event be solely a Preston Street BIA event, with future events providing an opportunity for Waterford to co-sponsor.

Motion to approve sponsoring Lockdown Ottawa Escape Room and Call Betty for \$10,000 for the Preston Street Holiday Hunt.

Moved by Shane Olsen

Seconded by Sabrina Mtanos

All in favour. Unanimously accepted.

2.3 Banner Program Update

Lindsay provides an update on the second banner program that was discussed in September. Since that time, the BIA has worked with Hey Chelsea Studio to develop three directions for the banners. Lindsay shows these concepts to the Board and underscores that the objective of the second banner program is to add some colour to the street and provide a solution to seasonal décor going forward.



The Board agrees that Concept 1 is the best, and most simple, for the banners. Lindsay is to send the designs to the Board for final approval in a follow up email.

2.4 Street Maintenance, In-Progress Items with the City

The city has postponed the installation of the tri-colour benches on Preston Street due to a new requirement to have long benches installed on commercial main streets, in an effort to move away from hostile infrastructure. Kathleen Wilkinson in Public Realm has offered to provide an update on this following the election on Oct. 24th.

The mural proposals that were shown to the Board in the September Board meeting were only just approved by the Residential Mural Panel, and so, their installation has been postponed until April. The artists have asked for a full month of good weather to complete the projects.

3. Marketing Update:

3.1 Social-Media

Last month, the BIA filmed two people on Preston videos for Form Furniture and Ha2 Architectural Design. The video for Form Furniture has been published on social media and has since gained over 3,000 views on Facebook and Instagram.

For next month's People on Preston shoot, Nina and Cesare Agostini of Farinella and Retro Gusto will be featured.

The BIA has been leaning into Instagram reels for marketing in the past few months. In September we did a highlight video for Meadows Diner that has since received over 8,000 views. Last month, a "Fall Day in Little Italy" reel was created that has received over 4,000 views. The BIA will continue to leverage this medium for advertising.

Carry Forward Items:

1. SPAO Photo Hop Proposal