



Preston Street BIA BOARD MEETING MINUTES

Tuesday, December 6, 2022, 9:30 am to 11:30 am

[Zoom Video Call](#)

Attendance: Marcus Filoso, Shane Olsen, Sabrina Mtanos, Houry Avedissian, Lindsay Childerhose

Absent: Steve Moffatt, Tony Zacconi, Lauryn Santini, Claudio Lepore, Joey Frangione

1. Approval of Minutes and Agenda

Approval of Agenda

Approved by Marcus Filoso

Seconded by Sabrina Mtanos

Approval of Minutes

Approved by Shane Olsen

Seconded by Houry Avedissian

2.1 Welcome New Board Member, Houry Avedissian

The Board warmly welcomes Houry Avedissian of Ha2 Architectural Design to her first meeting.

2.2 SPAO Artwalk Proposal Discussion

In September, Jon Hobin of the School of Photographic Arts, Ottawa, presented his proposal for a Little Italy Artwalk, put on in partnership with the Preston Street BIA, to the Board. The proposed Artwalk would see 30 pieces of photographic art enlarged and printed onto metal backings and installed throughout Little Italy. The artworks would be mounted onto exterior walls, public spaces (if possible), or could be installed onto chain link fence on the MUP or at Plouffe Park. SPAO has asked the BIA for a sponsorship of \$34, 940, which represents half of the project budget. They have also asked to partner with the BIA in presenting this project to the membership, securing locations for the prints and working with public realm.

SPAO is proposing to launch the Artwalk as part of the Tulip Festival in 2023. In the months prior, a publicly advertised voting and selection process for the art pieces would be held to gain media attention. SPAO will be pulling together a nationally recognized jury to complete the selection process.



SPAO has outlined a few things to consider:

- In their proposal, SPAO asked that the BIA share in the responsibility of maintaining the artworks, including damaged or defaced prints. Once on the street, the installations would fall under the BIA's contract with Goodbye Graffiti if defaced. Damaged or stolen prints, however unlikely, could be dealt with on a case-by-case basis with both parties taking a neighbourly approach.
- The prints are expected to last up to five years before they fade, at which point the project will be revisited.
- The BIA funding would cover printing, installation and some advertising expenses. SPAO's contribution would cover artistic licenses, or CARFAC fees, for the prints, design and administrative fees on their end. Both are equal funding partners in the project.

Lindsay is to send a motion for sponsoring SPAO as a follow up email to the Board.

2.3 Second Archway Committee Proposal

Angelo Filoso has written to the Board with a proposal to form a committee to spearhead building the second archway at Preston/Albert. The proposed committee would include some former Board members including Joe Cotroneo, Delio D'Angelo, Angelo Filoso and the original designer for the gateway, Leo Bortolotti.

A second request regarding the Archway was received by Joe Cotroneo who asked that the BIA secure the land from NCC as a cultural landmark before LeBreton Flats is further redeveloped.

Marcus adds that the Board should seek the Councillors support before presenting plans to or beginning discussions with NCC.

Due to low attendance, Lindsay is to discuss with the Chair if a second meeting should be held to discuss the Archway proposal this month or if the proposal will be carried to the meeting for January.

2.4 Preston Street Rapid Bridge Replacement

The BIA has been put in touch with the senior engineer for the bridge replacements, Ken Rogers. Ken referred Lindsay to minutes from a meeting between the BIA, WSP and MTO in January of 2020, during which agreements for the bridge replacement, new underpass and use/reinstatement of St. Anthony's soccer field were made.

Lindsay is to circulate these notes with the BIA Board and will be meeting with MTO on December 7th to discuss the new encroachment permit requirements.



2.5 Street Maintenance, Green Neon on Archway

The Green Neon on the Carling Archway has been out for some time. Lindsay received two quotes from Neon Empire with options to repair the sign. The first quote is for replacement of just the green neon LED glass tubing, totalling \$10,350.

Neon Empire is instead recommending to change out the neon tubes to LED glass channels; the same material that make up the overpass signs. They have given the BIA a few considerations:

- The glass tubing is hard to source. It is an imported material for which pricing does not remain consistent.
- Neon Empire would be able to build and repair the channels in-house, which is cheaper and more secure in the long run.
- When asked about brightness, Neon Empire has indicated that the signs will be brighter than the LED glass tubing.
- The signs would consist of six parts, three on each side in the colours of the Italian flag. When one burns out, it could be replaced more easily and cost effectively, and would not require a full replacement of one of the three colours, or a full road closure.
- The signs would only be illuminated on the south-facing side.

The quote to replace the neon in full with 6 new LED glass channels is \$17,775.

Marcus asks that Lindsay confirm Neon Empire's quotation to repair one of the 6 LED channels to ensure it would in fact be cheaper to maintain going forward. Lindsay is to ask for an updated quote and report back to the Board.

2.6 Board Meeting Format

The Board is asked if they would like to return to in-person meetings in 2023. An option to alternate in-person and virtual meetings is proposed.

It is decided that, starting in January, Board meetings will be held in person with the option to join virtually.

Houry has offered to host the next meeting at her large Boardroom located at 450 Preston.

3. Marketing Update:

3.1 Preston Street Holiday Hunt

The Preston Holiday Hunt is now live. In just 24 hours after presenting the concept to the membership, the team at Lockdown Ottawa filled the participating business spots for the game. In total, over 34 businesses are participating in this event in some way. To date, the game has received over 500 registrations. On average, these registrations are groups of 2-4 players, with the highest group registration being teams of 12. This is a good indication that groups are coming



to try out the experience and will stay on Preston for dinner, drinks, shopping or a show at the same time.

The Holiday Hunt Launch Party on December 3rd was cancelled due to severe weather. A redo of the event is slated for December 10th, during which time the public can come out and try the game for free, grab hot chocolate and get their photo taken at Preston Square.

3.2 Social Media

The BIA has been leaning in to creating reels and video content as a social media strategy. In November, two reels were shared that performed very well. A video created by the BIA about the opening of Market Social House on Beech Street was picked up and reshared by Narcity Canada and has since been viewed by over 60,000 people. As a result of this cross-promotion, the BIA reached 6,000 followers on Instagram.

Carry Forward Items:

1. Archway Committee Proposal
2. MTO Bridge Replacement Agreement
3. Community Safety and Recent Break-ins