



Preston Street BIA BOARD MEETING AGENDA

Minutes March 7, 2023, 9:30 am to 11:30 am

Zoom Video Call

Attendance: Steve Moffatt, Lauryn Santini, Tony Zacconi, Joey Frangione, Shane Olsen, Sabrina Mtanos, Lindsay Childerhose

Absent: Houry Avedissian

1. Approval of Minutes and Agenda

1.1 Approval of the Minutes

Approved by: Shane Olsen

Seconded by: Claudio Lepore

Unanimously approved.

1.2 Approval of Agenda

Approved by Claudio Lepore

Seconded by Shane Olsen

Unanimously approved.

2. Chairperson's Report:

2.1 Italian Festival

2.1.1 Sponsorship Proposals

Sponsorship proposals from Italian Week Ottawa, FCA Ottawa, Italian Car Club of Ottawa, and Bike Race Ottawa are shared with the Board. The sponsorship requests for 2023 are as follows; FCA Ottawa (\$35,000), Italian Car Club of Ottawa (\$17,000), Bike Race Ottawa (\$15,000). Italian Week is once again asking the BIA to run expenses previously paid for by the BIA through their organization. In total, they are asking for \$73,500 which represents the full event budget less road closure and paid duty police.

The Board agrees that the cost of materials and supplies has increased dramatically. It is proposed that some increase in budget be allotted for the organizers who outlined increased costs. Lindsay shares that FCA Ottawa is looking to bring on paid staff for the demo zone and so are expecting additional expenses this year.



Concerns are shared surrounding the Car Parade budget, specifically that erection of the tent appears twice in the itemized list of expenses. Steve informs the Board that he spoke with the chairman of ICCO about these concerns. The Board agrees that a nominal increase in the budget for the Italian Car Parade is appropriate. The Board agrees to sponsorships of \$35,000 (FCA Ottawa) and \$15,000 (ICCO), both representing a 15% increase in the amounts given from 2022. The Board agrees that the Bike Race budget of \$15,000 will once again be approved.

It is proposed that all event expenses remain inhouse. Lindsay shares with the Board that the BIA was able to receive 50% reimbursement on event expenses last year from the Reconnect Tourism and Events Program. Last year, because of the \$45,000 sponsorship to Italian Week, this meant that the BIA only received \$26,000 in reimbursements for the event.

The Board agrees that, with the Second Archway Project, the Photo Artwalk and other new projects on the horizon, the basis for spending decisions should remain the BIA's own bottom line.

Some Board members disagree with reducing the amount of funds given to Italian Week, and they highlight that Italian Week was able to double their money and the overall budget for the event.

The Chair agrees that the BIA shouldn't restrict Italian Week this year by reducing their budget. He adds that if IW can increase the event budget through this sponsorship, that this would be a benefit to all.

Last year, other organizers expressed concern with receiving their sponsorship from Italian Week. The Board agrees that it is at their discretion how funds are spent.

The Board asks if IW can use some of the grant funds to relieve the financial stress on the BIA for some routine event costs such as barricades, signage, etc.,. This would help to enable IW with additional funding and still consider or improve the financial position of the BIA.

Lindsay is to discuss with IW and report back to the Board. Voting for FCA, ICCO and BRO will take place by email.

2.1.2 Patio Extensions / Barricades Assistance

Last year, the BIA paid a lump sum to BeaconLite of \$3500 to facilitate patio extensions for restaurants on the street. Members who rent their barricades for service area extensions are invoiced by the BIA for this expense. Lindsay shares that the cost of barricades was a deterrent for restaurants who were considering extending their patios for the 2022 festival. This year, the cost of barricades has increased once again.

The Board discusses offering to pay 50% of barricade fees this year to incentivize members to participate in the festival and extend their patios or service areas. The Board agrees that this



would be valuable and help to improve the quality of the event overall, while also helping our members directly to make sales during that weekend.

2.1.3 Outside Vendors

During the post-mortem meeting for the 2022 event, the Board discussed taking a new approach to handling outside vendors for the festival in 2023. A few considerations are shared: 1) lot owners are paying BIA members and so should be able to capitalize on the road closure as well, 2) the BIA has the right to ask Bylaw to ticket outside vendors that are not under the special event permit for the festival, and 3) attendee feedback from 2022 indicated that guests would like to see more food vendors on the street.

Last year, the BIA received numerous complaints about Stella Luna, a non-member business, operating a gelato food truck at the corner of Preston and Aberdeen. Stella Luna was ticketed by Bylaw both Saturday and Sunday of the festival for operating within 30 metres of where a special event application was held.

It is proposed that the BIA communicate with lot owners early to let them know that they must inform the BIA of intention to bring in outside vendors prior to the event. Vendors must be brought in under the BIA's special event permit. The Board agrees that the BIA should reach out to the membership and gauge member interest in operating food trucks or multiple points of sale on the street. The Board agrees that the BIA should bridge the gap between members and lot owners, opening the opportunity to sell on the street to members first. If members do not wish to take the opportunity, lot owners are within their right to bring in outside vendors without being ticketed by Bylaw.

2.2 Second Archway Committee Update

An update is shared with the Board regarding the Second Archway Committee. Last month, the Board voted to approve giving authority to the committee to act on behalf of the BIA. Since that time, Angelo has reached out to the city to book a site visit at Preston/Albert Street. Anne Huneault from Ottawa Public Realm will be meeting with the committee on March 7th at 11:00am in person to discuss the feasibility of the proposed location.

The budget from the first portal archway project in 2002 is shared with the Board. The total expenditure on this project is revealed to have been approx. \$266,000.

The Terms of Reference drafted by the Board is also shared. The Board is asked to approve the draft budget and an initial spend of \$35,000 for soft costs.

MOTION: *that the Board approve the draft budget for the Second Archway Committee.*

Moved by: Steve Moffatt.

Seconded by: Tony Zacconi.

Unanimously approved.



MOTION: *that the Board approve a spend of \$35,000 for soft costs.*

Moved by: Tony Zacconi.

Seconded by: Sabrina Mtanos.

Unanimously approved.

2.4 Neon Repairs

The Board is asked to vote on proceeding with repairs to the archway and overpass signs. Lindsay shares pricing from Graphix2K for replacing the current LED glass tube lighting in the archway with Aurora Flex “faux” LED. The pricing includes a quote for regular LED (\$12,000) and one for RGB (\$38,000). It is noted that regular LED is within the Archway Maintenance budget and does not require a vote. RGB will require a vote.

The Board agrees to proceed with regular LED due to the drastic difference in cost.

Lindsay shares that the City has been notified of the expected road closure to facilitate the work. They’ve given a tentative date of April 20th.

A quote to repair the overpass signs is shared with the Board. Graphix2K is proposing to retrofit the signs with new LED interiors, keeping the old “shells”. Lindsay shares the quote of \$11,950 and underscores that this is within the Archway Maintenance budget so does not require a vote. The Board agrees to proceed with the work.

Repairs to the overpass will require a multi-day overnight full road closure between the hours of 12:00am-4:00am. The City has tentatively booked April 21-23 for this work.

2.5 Spring Mural Projects

Lindsay shares that the mural projects that were approved by the Board in September 2022 will be starting this spring. Both projects were approved by the city too late in the season to begin painting. They were postponed to the spring to ensure good weather and enough time to complete the paintings. The contracts will begin April 1st, painting is expected to be complete by June 1st.

3. Marketing Report

3.1 SPAO Photo Artwalk



An update on the SPAO Photo Artwalk is shared with the Board. SPAO has launched the open call for submissions and completed assembly of the jury. The jury includes renowned judges such as Ann Thomas, the former Senior Curator of Art for the National Gallery of Canada.

The BIA has launched the location callout to the membership.

Pre-screening of the submissions is set to take place in April. The pre-screening committee will include a member of the BIA, SPAO and City of Ottawa Public Realm.

3.2 Social Media Highlights

Lindsay shares some highlights from social media and the People on Preston series.

3.3 Marketing Coordinator Position

The Marketing and Communications Coordinator position has been posted. Lindsay shares that the job opening has received over 100 applications so far. It is intended that the role will be filled by April 1st.

Carry Forward Items:

1. Italian Festival Sponsorship Requests
2. Second Archway Committee Location Update
3. Hiring for Marketing Coordinator Position