



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

**Minutes April 4, 2023, 9:30 am to 11:30 am**

### **Zoom Video Call**

**Attendance:** Steve Moffatt, Marcus Filoso, Lauryn Santini, Claudio Lepore, Shane Olsen, Sabrina Mtanos, Lindsay Childerhose

**Absent:** Houry Avedissian, Tony Zacconi, Joey Frangione

### **1. Approval of Minutes and Agenda**

#### **1.1 Approval of the Minutes**

Approved by: Steve Moffatt

Seconded by: Shane Olsen

Unanimously approved.

#### **1.2 Approval of Agenda**

Approved by: Lauryn Santini

Seconded by: Sabrina Mtanos

Unanimously approved.

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

#### **2.1 Tulip Festival**

##### **2.1.1 Tulip Festival Sponsorship**

The Canadian Tulip Festival has once again approached the BIA for sponsorship in 2023. This year's BIA sponsorship package is valued at \$5,000 and will denote the Preston Street BIA as the Official Tulip Neighbourhood for the Festival. The BIA will be featured on the event map, website and signage as the place to dine, shop and explore for attendees. The package also includes wooden tulips for street décor.

**MOTION:** that the Board approve a sponsorship of \$5,000 for the Canadian Tulip Festival in 2023.

Moved by Steve Moffatt.

Seconded by Lauryn Santini.

Unanimously approved.



### **2.1.2 Tulips on Preston; Window Art by Stephanie Youngdale**

Call Betty has put forth a proposal to the BIA for window street art. Stephanie Youngdale is a local artist who is offering window art tulips to businesses. The cost is \$20 / 2ft of window space, which includes removal. The Board agrees that window art will have a nice visual impact on the street and align well with the Tulip Festival. It is determined that the BIA will not pay for the artwork but will send the proposal to the membership. No vote is required.

Lindsay is to connect members with Stephanie for window art.

## **2.2 Italian Festival**

### **2.2.1 Sponsorship Proposals**

In March, the Board reviewed sponsorship proposals from Italian Festival partner organizations. Italian Week Ottawa's proposal to take on expenses that were typically paid for by the BIA was discussed by the Board. It was determined that the BIA would like to see some return on the sponsorship arrangement, in the form of additional event expenses for IWO.

Lindsay shares an update on Italian Week's proposal. The Board agrees to put the sponsorship proposal to vote.

**MOTION:** that the Board approve sponsoring Italian Week for \$70,000 with a directed sponsorship for funds previously spent for Ferrari Festival, Italian Car Parade, Bike Race Ottawa and street performers.

Moved by Steve Moffatt  
Seconded by Claudio Lepore  
Unanimously approved.

### **2.1.2 Italian Festival Branding**

Sample design concepts for the Italian Festival are shared with the Board, along with an update on branding and language. This year, the festival will be referred to as Ottawa Italian Festival by all organizing parties. It is discussed that Italian Week has agreed to use the same materials, branding and event map for the main event weekend. The Board agrees that this is a step in the right direction for the relationship between event organizers and the event itself.

## **2.3 Second Archway Committee Update**

An update by Angelo Filoso is shared with the Board regarding the Second Archway Committee.

## **2.4 Street Maintenance**

### **2.4.2 Neon Replacements**

An update on neon replacements is shared with the Board. A deposit has been made for repairs to the overpass LED signs and road closure plans have been submitted. The BIA was misquoted by the neon vendor for the new archway LED "faux neon" system. The new price is outside of the



existing archway maintenance budget for 2023 and so requires a vote to be taken. The new price is \$28,000 for the system, not including road closure and encroachment permit costs.

**MOTION:** that the Board approve an expense of \$28,000 for a new LED system for the portal archway from Graphix2K.

Moved by Marcus Filoso.

Seconded by Shane Olsen.

Unanimously accepted.

### **2.4.2 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 1<sup>st</sup>, painting is expected to be complete by June 1<sup>st</sup>. The new Councillor has given approval on both designs.

## **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.

To date, the open call has received over 300 submissions from across Canada. 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.

The BIA has launched the location callout to the membership. To date, 12 member businesses have confirmed their interest in being an ArtWalk location. SPAO/BIA are hoping to secure 20-30 locations for the project.

### **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 Coordinator position has been filled. Katherine Morassutti will start her role with the BIA on April 19<sup>th</sup>.



**Carry Forward Items:**

1. Artwalk Locations
2. Italian Festival Materials
3. Neon Replacements
4. Second Archway Committee