



## **Preston Street BIA BOARD MEETING MINUTES**

**Tuesday, May 2, 2023, 9:30 am to 11:30 am**

### **Zoom Video Call**

**Attendance:** Marcus Filoso, Joey Frangione, Claudio Lepore, Sabrina Mtanos, Shane Olsen, Tony Zacconi, Lauryn Santini, City Councillor Ariel Troster

**Absent:** Steve Moffatt, Houry Avedissian

### **1. Approval of Minutes**

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

Approved by: Sabrina Mtanos

Seconded by: Joey Frangione

Unanimously approved.

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

Approved by: Tony Zacconi

Seconded by: Marcus Filoso

Unanimously approved.

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

#### **2.1 Welcome to Katy Morassutti**

The Board warmly welcomes Katy Morassutti to the Preston Street BIA as Marketing and Communications Coordinator. Katy started with the BIA on April 19. She has been a great addition to the team thus far.

#### **2.2. Tulip Festival**

A reminder that the Tulip Festival is happening from May 12-22. By way of sponsorship, the Preston Street BIA is the Official Tulip Neighbourhood for the 2023 Festival. The #TulipsOnPreston campaign is still ongoing on social media. As part of this campaign, local artist, Stephanie Youngdale, is offering to do tulip window art for our membership at a great price. There has been a lot of interest in this from the membership. Katy and Lindsay will continue to do outreach for the window art over the next few weeks, in the days leading up to the Tulip Festival.



### **2.3. Italian Festival Update**

The Board is reminded of the new dates for the Ottawa Italian Festival this year. The entire festival will run from June 8-18 with the main events happening one week earlier this year, on the weekend of June 9-11. The Preston Street Bicycle Race will remain on Father's Day, Sunday, June 18<sup>th</sup>.

#### **2.3.1. Schedule of Events**

An update on the schedule of events is shared with the Board. Many of the acts, animations, and performers are returning this year. All of the car events are returning this year; the Vintage Italian Car Display, the Ferrari Displays and Demo Zone, and the Italian Car Parade.

The Bike Race will return again this year on Father's Day, June 18 between Gladstone and Anderson. It is noted that Italian Week will be taking over management of street performers and animations. The BIA's marketing and animation budget will be allocated towards decorating the street. The Board agrees that this is an improvement to the working relationship and overall organization of the festival.

#### **2.3.2 Road Closure Schedule**

A tentative road closure schedule was shared with the Board at the April meeting. Lindsay is to circulate an updated schedule once all road closure times are finalized.

#### **2.3.3 Marketing Plan**

An update on the Italian Festival Materials was shared with the Board. This year, all organizing parties have agreed to use the same branding and will refer to the larger event as the Ottawa Italian Festival. This means that the look and feel will remain consistent. The tree guards from last year will be reused and the date stickered over. This will save the BIA approx. \$11,000. The signs and other Italian Festival décor are scheduled to be installed the week of May 22.

The event map has been updated after last year's feedback and now includes info booths, first aid tents, more washrooms, and public parking indicators.

#### **2.3.4 Member Engagement**

An update is shared with the Board on member engagement relating to the Festival. Most businesses that had extended patios in previous years have once again indicated they will be extending their patios this year. Outreach for patio extensions will continue for the next few weeks to create more buy-in.

Almost all parking lots on the street are earmarked for festival programming or will be used by member businesses. The Board is reminded of the BIA's approach to outside vendors for this year; any outside vendors that are not brought in under the BIA's special event permit will be issued a bylaw ticket for operating within 30 metres of a special event. Lot owners must communicate in advance if they are bringing in an outside vendor during the event.



Some members are hosting sub-events during the Italian Festival. Freewheeling Craft will be hosting an artisan market on one of the lots, and The Box of Life will be hosting an eco-pop-up information event. Outreach will continue for sub-events.

#### **2.4 Second Archway Committee Update**

The Board received an update about the Second Archway Committee. The committee did submit the application for the building permit to the city and this is currently in review. An update from the city will be coming shortly.

#### **2.5 St. Anthony's Soccer Field Update**

In February, board members met with the Ottawa Footy Sevens, a third-party soccer association in Ottawa. They have submitted a proposal to contribute financially, and by way of experience, to make improvements to St. Anthony's Soccer Field, including Astro turf and stadium lighting, during its reinstatement in 2024.

An update was shared with the Board about upcoming meetings about the St. Anthony's Soccer Field. Meetings with the Ottawa-Carleton School Board and the Adult High School are scheduled in hopes to receive support on this project. The Dalhousie Community Housing Association and City Councillor Ariel Troster have been asked for letters of support for this project. City Councillor Ariel Troster indicates that she is in full support of the proposal to take a community approach to improving the soccer field.

#### **2.6 Vote Required: Neon Budget**

An updated budget for repairs and replacements to the neon archway and overpass signs is shared. Currently, the traffic control plans for the work are in review with the city, awaiting approval and encroachment permits. With the new estimates for traffic control implementation from BeaconLite, the total cost of repairing the LED signs on the street will be \$65,000. The \$65,000 expenditure includes a new faux neon Aurora Flex system for the Portal Archway at Carling and a retrofit of both overpass signs including new LED interiors. The \$65,000 also includes encroachment permits, traffic control plans and traffic control implementation. It is noted that the archway maintenance budget for 2023 was just \$15,000. At maximum, there is \$40,000 in the current budget that could be allocated towards this work. This means that the BIA may end the year in a deficit of \$20,000-\$30,000, if the Board proceeds with the repairs and all budget items are used in full.

It is discussed that the Board could treat the neon repairs as a special project and apply them to the accumulated surplus held with the City (the reserve fund). The unaudited value of the reserve is currently \$400,000. While the Board has earmarked \$320,000 of reserve funds for the Second Archway Project, there is an unaudited surplus of approximately \$80,000 from last year. The Board discusses using the surplus from last year to cover the balance of the archway and overpass LED repairs.



The Board discusses whether to proceed with the LED retrofits at the overpass, given that the signs will be taken down in the summer for the Rapid Bridge Replacement. The consensus remains that working signs are imperative for the Italian Festival, a time when hundreds of thousands of people are on Preston Street. The Board agrees to proceed with the neon repairs at a total expenditure of \$65,000.

The following motion is tabled:

MOTION: that the BIA proceed with \$65,000 in expenditures to complete the Neon Replacement Project. This amount will be funded using the BIA's Accumulated Surplus balance held with the City of Ottawa.

The Board agrees that, in the absence of the Chair and Treasurer, voting on the motion will not take place during the meeting. Instead, the motion will be sent for vote by email thread and subsequently sent to the city.

## **2.7 Mural Projects**

An update was shared to the Board concerning the mural projects. The Mural at 50 Beech St has been completed. The official unveiling will take place during the Italian Festival. The second mural will be started soon and will also be officially unveiled at the Italian Festival with representatives from the National Congress of Italian Canadians and the Tarantelle Association.

## **3. Marketing Update:**

### **3.1 SPAO Artwalk Update**

An update was shared with the Board on the SPAO Artwalk. SPAO and the BIA have reached the minimum number of secured locations to make the Artwalk feasible, which is 20. Outreach will continue as the goal is at least 30 locations. Members are excited with the prospect of having art on the street and on their businesses. There were over 500 submissions from artists across the world, this will ensure a good representation for the art walk.

### **3.2 Social-Media and Website Report**

Katy shares some highlights from social media and website insights. A social media report will be sent to the Board following the meeting.