



Preston Street BIA BOARD MEETING MINUTS

Tuesday, June 6, 2023, 9:30 am to 11:30 am

[Zoom Video Call](#)

Attendees: Steve Moffatt, Marcus Filoso, Lauryn Santini, Joey Frangione, Sabrina Mtanos, Shane Olsen, Claudio Lepore, Houry Avedissian, Tessa Franklin, Lindsay Childerhose, Katy Morassutti

Absent: Tony Zacconi

1.0 Approval of Minutes

1.1 Approval of Agenda

Approved by: Shane Olsen

Seconded by: Joey Frangione

1.2 Approval of Minutes

Approved by: Joey Frangione

Seconded by: Marcus Filoso

2.0 Chairperson's Report

2.1 New Businesses

A list of new members is shared with the Board, highlighting the uptick in business turnover on the street. The BIA will continue to welcome new members and introduce them to all the benefits of being a part of the Preston Street BIA.

Three Little Italy restaurants were recently named on the Canada's 100 Best Restaurants publication. The BIA is currently working on a press release to highlight this achievement.

2.2 Member Issues

2.2.1 Musca Wine

Member business, Musca Wine, has contacted the BIA and requested to be removed from the membership. Owners, Carmela and Silvano Musca, feel that past BIA efforts have failed to properly include businesses on side streets, citing issues dating back to 2010.



In July 2022, Musca Wine shared similar concerns and requested to be removed from the BIA levy. At that time, their request was brought to and discussed with the Board, however the Board did not agree to undertake the process to remove their address from the boundary. Instead, the Board agreed to be more consistent with programming so that side street members are not missed.

Chair, Steve Moffatt, spoke with the member directly. He relays her concerns to the Board at this time. The Board agrees that previous iterations of the BIA have failed to better include Somerset Street businesses.

Lindsay contacted Mike Bureau (Economic Development Officer, City of Ottawa) regarding the process required to remove a BIA member. She shares that it is not possible for a business to opt out of the BIA membership, so long as their address falls within the defined BIA boundary. It is possible for BIAs to change their boundary; however, a boundary shrinkage has not been done by an Ottawa BIA historically as, typically, BIAs endeavor to expand their boundaries. With this, Wellington West borders on the BIA boundary at Somerset and City Centre, meaning the members who would be removed by a boundary shrinkage may find themselves in a new BIA. To redefine the BIA boundary, both the Board and the membership would need to vote to undertake the process.

Some initial concerns are raised regarding the prospect of shrinking the boundary. Firstly, the Board notes that moving the boundary would remove more businesses than just Musca Wine, given their location. Secondly, the boundary currently follows the O-Train line and will encompass the new developments that will be Gladstone Village and Ottawa Community Housing, all of which have proposed ground floor commercial space. If these businesses and/or future developments are removed, they could find themselves in a new BIA facing the same issues, which would be at a large disadvantage to the Preston Street BIA.

The Board agrees, at this time, that the BIA should be putting a plan in place to improve support and service for all BIA members, namely those on side streets and west on Somerset. Although small efforts have been made in the past to be more consistent, it is proposed that greater efforts should be taken to bring the side-street members up-to-speed with the rest of the BIA.

The Board agrees to table this discussion for the next meeting. Lindsay is to update Musca Wine on the Board's discussion and consideration of their request.

2.2.2 Casa Nicastro and other incidents on the street

Last week, the BIA received reports, both formally and informally, from four member businesses about break ins and incidents of violence in a span of 24 hours. The business are generally located at Preston Square and Preston/St. Anthony's. Casa Nicastro contacted the BIA after a member of the public refused to pay for merchandise, physically assaulted the store owner, and broke the business' glass door. Casa Nicastro has had to replace their glass door three times



already this year. The member shared frustration with having to absorb this expense on a repeated basis.

All these members felt that the individuals who carried out these acts were coming from the ODSP office. Steve shares with the Board that security at the ODSP office is an ongoing issue, adding that, if businesses have security footage of the individuals in question, they can be sent to the office and a request can be made to block them from the location.

Lindsay shares that the BIA reached out the Centertown NRT representative, Stephanie Lemieux, who agreed to increase the level of police presence in the area and monitor the situation.

2.2.3 Board Member Application: Daniele Cambareri

The BIA received a new Board member application from Daniele Cambareri. Daniele is the owner of Dynacorp Construction whose head office is located on the 11th floor of Tower 2 in Preston Square (Regus Centre). The Board is reminded that the BIA has one vacant voting member position and two vacant non-voting member positions.

A concern is raised regarding the “secondary tenant” status of the applicant. Lindsay is asked to confirm if there are any issues with accepting a Board member who is not a property owner or a “direct” tenant of a paying BIA member. If there are no issues with this, it is suggested that the applicant be invited to a meeting to meet the Board members and discuss further.

2.3 Italian Festival Update

2.3.1 Schedule of Events

The Ottawa Italian Festival opening weekend is only a few days away, happening on June 9-11. Lindsay and Katy share the schedule of events, highlighting that the program for the weekend is larger and more robust than in 2022. A new Ferrari event is highlighted; the Concours D'Elegance, which is a rare exhibition of luxury vehicles that will take place at the Adult High School Soccer Field. It is shared that CTV will be doing a live segment from the opening Ferrari event to promote the rest of the weekend.

2.3.2 Road Closure Schedule

Resident notification letters and road closures maps were delivered last week to all of the residents and businesses owners in the BIA. The road closure map is now also available online, digitally, for the public to access.

2.3.3 Marketing Plan

An update on the event marketing plan is shared with the Board. The BIA is currently working with Bell Media and CTV to promote the event to larger audiences, with a commercial running for 10 days leading up to the event, two live segments on CTV Morning Live and a press release



submitted through the Bell Media channels. The BIA has also done extensive targeted advertising through social media. A new landing page was created for the umbrella “Ottawa Italian Festival” event, which includes information for all five sub-events. Since delivering postcards to the member businesses, the page has received over 3000 unique site visits in a four-day span. Posters and Italian flag banners have been installed on the street to promote the festival. The BIA has also worked with social media influencers to advertise the event, which has created substantial engagement on all platforms.

The commercial is shared with the Board.

2.4 Second Archway Committee Update

The city has found the location at Preston/Primrose to be acceptable. City departments provided feedback on drawings. No conflicts were outlined from most major departments; a concern regarding bus stop visibility and the need to potentially relocate the shelter. The next steps are to meet with Mayor and Councillor for support. Once this is received, the BIA will instruct Leo to begin the drawings, which will be sent to the Board for approval. Once approved, Angelo will tender the project to begin construction.

2.5 Street Maintenance, In-Progress Items

2.5.1 Overpass and Archway Repairs Update

All neon repairs or replacements have been completed by Graphix2k. Both jobs, the underpass and the archway took less time than anticipated, and so, expenditure on road closures for the jobs came in under the projected budget. The new LED interiors for the overpass “Little Italy” signs are better and brighter. The archway neon is also a new system that is substantially more luminescent.

2.5.2 Statue Damage

A Postcards from the Piazzas sculpture at Plouffe Park was knocked over on the May long weekend. The BIA believes a truck backed into it. It was picked up and put in storage by Ottawa Public Art. The BIA has also filed an insurance claim through the city for its repair.

2.6 Preston Street Bridge Replacement Update

The MTO was good to accommodate the Italian Festival in their timeline for the bridge replacement work. As a result, preliminary work on the bridge replacement is slated to start next week with work for utility relocations. Starting on June, 12th, Hydro will be removing four poles in front of 301 Preston Street.

The deadline of June 23rd to remove the underpass infrastructure is no longer applicable. Instead, MTO is speaking with the bridge contractor to determine when the best time will be to have this work completed. For storage and removal of the underpass facets, the City has agreed to assist the BIA with storage at Bayview Yards. Lindsay has requested a quote from Graphix2k to safely



remove the intricate and fragile LED glass signs and bring them to the storage unit, along with the mural panels.

2.7 City of Ottawa Grants

2.7.1 Mural Projects

Both mural projects have been completed. There has been much positive feedback received from business owners and residents about the Corso Italia Mural at 125 Preston Street.

2.7.2 Official Unveiling

The Official “Unveiling” of the Corso Italia Mural will take place on Sunday, June 11 at 3pm. Councillor Troster, the Mayor, members of St. Anthony’s Church, the Fonte D’Amore Tarantella Group and many others have been invited.

3.0 Marketing Update

3.1 SPAO Artwalk Update

An update was provided to the Board about the SPAO Artwalk. Over 20 businesses have been confirmed to participate, the BIA will continue outreach for this project.

3.2 Non-Member Newsletter Launched

The Non-Member Newsletter, Preston Street Press, was launched this week. Information was shared about the upcoming Ottawa Italian Festival. The recipients are those who have subscribed on the BIA’s website. The BIA plans to build this database of resident and patron emails to share relevant information in the future regarding events, promotions and road closures.

3.3 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.