



Preston Street BIA BOARD MEETING MINUTES

Tuesday, July 11, 2023, 9:30 am to 11:30 am

Zoom Video Call

Attendees: Steve Moffatt, Marcus Filoso, Joey Frangione, Lauryn Santini, Claudio Lepore, Sabrina Mtanos, Lindsay Childerhose, Katy Morrassutti

Absences: Houry Avedissian, Shane Olsen, Tony Zacconi, Tessa Franklin, Ariel Troster

1. Approval of Minutes

1.1 Approval of Agenda

Approved by: Marcus Filoso

Seconded by: Sabrina Mtanos

1.2 Approval of Minutes

Approved by: Lauryn Santini

Seconded by: Steve Moffatt

2. Chairperson's Report:

2.1 Discussion: Side Street Members

The Board revisits last month's discussion on improving service to side street members. The conversation is in response to a request received by Musca Wine to be removed from the BIA membership. In June, the Board did not agree to move forward with proposing to shrink the boundary at Somerset and City Centre. Instead, the Board feels that a plan to better support side street members should be put in place.

Some Board members share that they feel side street members have some responsibility to engage with the BIA, just as the BIA has a responsibility to actively engage with all its members. More research will be done about what other BIAs have done to improve support to side street members. Lindsay and Katy are to report back to the Board.

The Board tables this discussion until the next meeting.

2.2 Discussion: New Board Member Application

An update is shared regarding the new Board member application from Daniele Cambareri. The applicant is a tenant in the Regus Centre at Preston Square, making him a sub-lease of a paying BIA member. The ability for sub-lease tenants to sit on BIA Boards is a recent issue that was addressed by OOBIA in 2021. A bylaw is in place indicating that sub-lease tenants need to be designated by the larger tenant from which they rent, or property-tax payer, as a representative to



sit on the Board. This means that the BIA can accept a letter from Regus designating Daniele to sit on the Board. The Board agrees to put Daniele's application to vote once receiving this letter. The Board will vote to elect Daniele to a non-voting member position due to his status as a sub-lease tenant.

2.3 Italian Festival Recap

The Board discusses the Italian Festival which was held in June. Overall, the Board agrees that turnout for the event was a big improvement from last year, specifically on the Saturday of the opening weekend. The Board also agrees that Ferrari Festival and Car Club participation was incredible; FCA Ottawa had car displays on the street from Beech to Laurel. As a result, public feedback for the car club events was overwhelmingly positive.

This year, the BIA endeavored to have a presence on the street, with a tent and tables set up at Preston Square. Staff and volunteers were available to hand out paper flags and event schedules, answer questions and engage with the public. The BIA also introduced new selfie stations including the tourist chairs and a vineyard photo-op that were extremely popular throughout the event weekend and made for great social media engagement.

On the Sunday of the event weekend, the BIA hosted a mural unveiling at the north end for the new Corso Italia Community mural. Lindsay and Katy gave a speech introducing the history behind the elements included in the design. The BIA was joined by Councilor, Ariel Troster, the Fonte d'Amore Tarentalla Dance Group, members of St. Anthony's Church, the property owner of 125 Preston Street, the mural artist, and a large group of members of the public. Angelo Filoso attended the event with his yellow fiat, helping to bring the mural to life for photos. The Corso Italia Mural has been submitted to the Mural Map of Canada for further publicity and promotion. On Sunday, June 18th, the Preston Street Criterium took place on the north end. There was an incredible turnout for the bike races and great participation for all age groups. The BIA did receive two emails from residents on Anderson who were displeased with the course crossing their residential street. Their concerns were noted and will be revisited in 2025 when the Bike Race is set to return to the north end.

The Board agrees that having the Bike Race separate from the Italian Festival made for two busy weekends in June. It is suggested that more should be done to program the street and capture the large crowd that the races bring in. Some Board members relayed feedback about the earlier start times for the Saturday and Sunday road closures; festival goers enjoyed having pedestrian access on the street all day, which lessened confusion and made patio set up easier.

2.3.1 Analytics for the Italian Festival

Lindsay shares a report of analytics from the festival's website and paid partnerships on social media.



2.3.3 Feedback Received/Special Event Parking Issue

The most-frequently received feedback for this year's event was in relation to the city's parking enforcement in the BIA during the festival weekend. Each year, the BIA applies to the city to close Preston Street from Carling to Somerset, along with no parking signs put up on Pamilla and Norman Street from 9:00am-1:00pm for the Italian Car Parade staging area. This was once again approved by the city during the SEAT review process for 2023, and so, the BIA notified residents, business owners and the public of traffic enforcements on these three streets. On the Friday of the event, the BIA started to receive calls and emails from members of the community who were being ticketed on side streets or could not park in their usual on-street locations. New this year, the city enforced special event/no parking on all side streets in the BIA, from Carling to Somerset.

The BIA worked with bylaw to reverse as many tickets as possible, and to advocate for members and residents. The BIA has also actively managed online feedback regarding this issue, to clear up confusion regarding the BIA's role in traffic enforcement.

The BIA has asked that the city improve communication regarding traffic and parking enforcements for events in the future, allowing adequate and ample notice to residents and business owners if special event parking will be enforced again in 2024.

An email from Joe Cotroneo providing feedback on the Italian Festival is shared with the Board. His primary issues surround the date change, saying that it was confusing for customers and that the marketing was unhelpful to clear up any confusion. With this, it was felt that the Kid's Zone was lacking. The Board agrees that the BIA should help to address the Kid's Zone issue with Italian Week next year to ensure or improve quality of the event.

The BIA will be holding a post-mortem meeting with all organizing parties to discuss issues and areas of improvement from this year's event.

2.2.5 FCA Ottawa Funding Request

A request for additional funding from FCA Ottawa was circulated with the Board in advance of the meeting. Lindsay provides a brief synopsis of FCA's written proposal. FCA Ottawa is requesting an additional \$12,000 to help cover an \$18,000 overrun incurred through delays with the Demo Zone set up on June 9th. The Board agrees that the BIA is grateful to Giuseppe and his team for pulling off an incredible event, regardless of the issues they faced with traffic enforcement. The Board also underscores the importance of maintaining a positive relationship with FCA Ottawa.

MOTION: *that the Board approves the FCA Ottawa funding request of \$12,000 to help with cost overrun related to the 2023 Ferrari Festival Demo Zone set up.*



Approved by: Steve Moffatt
Seconded by: Claudio Lepore
Unanimously approved.

2.4 Plates on Preston/City Sounds Live

The BIA is looking to bring back a restaurant-focused event this fall. The Board discusses Presdelicious, a former price fixed menu event that was held from 2016-2020, before the pandemic. Lindsay shares a first look at a new tasting style event, called Plates on Preston, which was brought to the BIA as a proposal from Call Betty Marketing. Lindsay and Katy are currently in the process of speaking with restaurateurs to get their feedback and input on the concept. More information will be shared in the coming weeks.

2.5 Second Archway Committee Update

A brief update is shared about the Second Archway Committee. The Committee has requested a meeting with Councillor Troster and Mayor Sutcliffe to obtain their approval before proceeding. The meeting will be booked for late August when all committee members are available to attend.

2.6 Street Maintenance, In-Progress Items

2.6.1 Bridge Replacement Update

An update is shared regarding the timeline for the Preston Street Rapid Bridge Replacement. The project is officially underway, as of June 23. Hydro is currently facilitating utility relocations. Starting this month, one lane and one sidewalk under the overpass will be closed, alternating, for up to one year. Next July, the actual bridge lift will take place, which will see a full closure of Preston Street at the overpass for 3-4 weeks before and after the lift weekend.

With the help of Councillor Troster, the BIA was able to secure storage for the mural and neon signs at Bayview Yards. All of the underpass facets will be removed and transported by Graphics2K. The BIA is waiting to hear back from MTO on when contractors are permitted to remove the signs and mural panels.

An informational package will be sent to all of the members regarding the bridge replacement and road closures.

The Board asks about plans to reinstate the mural underneath the bridge on the concrete. The Board discusses reaching out to the original artist to see if there is an appetite for doing a new version of the artwork. It is agreed that keeping the look and feel traditional would be best. If the original artist is not interest, the Board agrees that doing an open call for artistic proposals would be a good next step.

2.7 Annual General Meeting for 2023

The Board discusses the format and location for the Annual General Meeting for 2023. The Board agrees to keep the meeting in the fall, likely October, as this has worked well in years



past. The Board would like to see the AGM offered as hybrid, to improve engagement with the members. It is proposed that the BIA find a new venue for the 2023 meeting, and that light refreshments be offered, rather than a full dinner service.

3. Marketing Update:

3.1 SPAO Artwalk Update

An update on the SPAO Artwalk is shared. Lindsay and Katy will continue to reach out to businesses about the project and will work with SPAO to finalize the Artwalk before the fall.

3.2 Website Updates

Katy updated the board about the recent website updates. A bug was fixed that caused the French side of the BIA's website to not include all of the businesses in the directory. A local landmarks page is also in the works and a concrete update will be shared next month.

3.3 Social-Media and Website Report

Katy shared the social media and website report with the Board for June.