



Preston Street BIA BOARD MEETING MINUTES

Tuesday, September 12, 2023, 9:30 am to 11:30 am

Zoom Video Call

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

Absentees: Tony Zacconi, Shane Olsen

1. Approval of Minutes

1.1 Approval of Agenda

Approved by: Steve Moffatt

Seconded by: Joey Frangione

Unanimously approved.

1.2 Approval of Minutes

Approved by: Steve Moffatt

Seconded by: Sabrina Mtanos

Unanimously approved.

2. Chairperson's Report:

2.1 2023/2024 Budget

An overview of the 2023 year-to-date financials is shared with the Board. 2023 has been a difficult year for the budget, due to the rising costs of services and supplies, and the lack of available grants. All provincial and federal covid-recovery grants that were available in 2022 did not carry over to 2023. The BIA did not see additional revenue beyond the annual City of Ottawa mural, graffiti and bilingualism grants.

The Board made two important financial votes this year. The first was to approve the draft budget of \$320,000 that was presented by the Second Archway Committee. The second was to approve using the accumulated surplus for costs associated with the Neon Replacement Project, with an approved budget of \$65,000. There was \$19,000 in the approved annual budget for neon replacements in 2023. At the time that the budget was put forward, it was known that the neon archway would require replacement. The neon signs malfunctioned after the new year, and the existing neon maintenance budget was not sufficient. The Board deemed it important to have the signs working in time for the Italian Festival in June.



The Neon Replacement Project saw a full retrofit of the overpass neon signs and a replacement of the LED neon tubing at the portal archway. Actual spending on neon replacement this year totalled \$49,058. It is noted that the amount spent on neon replacements has been recorded as improvements to capital assets in the BIA's Statement of Financial Position.

In summary, the BIA will end the year in a deficit of \$20,000-\$30,000, tapping into the accumulated surplus to fund the neon replacements, which will be reported to the membership at the Annual General Meeting.

2.1.1 Budget Reallocations

The Board is asked to discuss reallocating unused budget line items to areas where there is expected overrun for the year. Payments for Italian Festival events were done as a lump sum this year, and so, the Board is asked to vote on reallocating those line items in the budget to correct variances in the operating status.

MOTION: *that the Board approve reallocating budget items for Italian Car Parade, Bicycle Race and La Vendemmia to Ferrari Festival.*

Approved by: Steve Moffatt

Seconded by: Lauryn Santini

Unanimously approved.

MOTION: *that the Board approve reallocating budget associated with administration line items; conferences and conventions; office supplies; and signage to Donations and Sponsorships.*

Approved by: Marcus Filoso

Seconded by: Sabrina Mtanos

Unanimously approved.

2.1.2 2023 Budget Considerations

Spending on Italian Festival in 2023 was 27.7% over budget due to increases in the cost of services associated with the event including road closure and security, along with additional requests for sponsorships. As a result, the BIA spent 44% of the total budget this year on the Italian Festival alone, 26 % on administration and overhead, and 21% on maintenance and street décor. Just 7% was spent on "other" marketing and promotion or general advertising. This breakdown is consistent with 2022 and 2019 which were both normal event years.

The Board discusses the percentage breakdown of the budget. It is agreed that this should be maintained in 2024, given that the festival is the BIA's marquee event, and that the percentage distribution is historically accurate.



2.1.3 Levy Adjustments

The Board discusses the 2024 BIA levy. It is noted that the 2023 levy was still a reduced, post-pandemic levy rate at 85% of the pre-pandemic “normal” levy. When budgeting for 2024, if the BIA adjusts the budget to what was spent in 2023, a 5.7% increase in the levy is needed to account for changes in costs from 2022 to 2023, which excludes special projects and additional sponsorships.

At the last meeting, the Board discussed the impact of inflation on the members. It was agreed that the BIA will be reserved in making any increases to the levy for next year.

It is discussed that the BIA has committed to using the reserve fund for the Second Archway Project, and so that should be accounted for when considering changes to the levy and spending in 2024.

The Board discusses what other BIAs have done, since Covid, regarding their annual levy. Lindsay shares that many BIAs are still gradually increasing their levy and are not yet back to their pre-pandemic rate.

It is shared that a minimum of a 10% increase is needed to contribute to the reserve in 2024, following use of the accumulated surplus for the neon replacements. The Board agrees that 10% is too much of an increase for members during this financially difficult time, and instead puts forth a motion to bring about as small of an increase as possible for 2024.

MOTION: *that the Board approve a 5% increase in the levy for 2024.*

Approved by: Steve Moffatt

Seconded by: Joey Frangione

Unanimously approved.

2.2 Annual General Meeting

2.1.1 Date, Format, Location

An update is shared regarding the 2023 Annual General Meeting. The AGM will take place on October 17th at Collaburo. Doors will open at 6:30pm and the meeting will start at 7:00pm. A Save the Date was sent out in the last newsletter. Lindsay and Katy will be going door-to-door in the next couple of weeks to invite the members to the AGM. The deadline to RSVP is October 13th. The meeting will be held in a hybrid fashion and light refreshments will be offered at the in-person meeting.

The Board discusses the format of questions for the annual general meeting. It is agreed that the BIA should ask for questions in advance to help Board members prepare, however, an in-person question period should also be included in the agenda.

2.1.2 Guest Speakers



At the last meeting, the Board agreed that the two most pertinent topics facing the membership are community safety and the Building Lebreton Project. Lindsay has confirmed that the Somerset West Community Health Centre will be presenting at the AGM to discuss community safety and the public use of illicit substances on Preston Street. The SWCHC will also be distributing Naxolone Kits and information on how to use them.

Councillor Troster has been sent and has accepted the AGM date. Participation from the Councillor and the Building Lebreton project is undetermined at this time.

2.2 Vote: New Board Member, Daniele Cambareri

An update is shared regarding Daniele Cambareri's application to join the Board. At the July meeting, it was discussed that applicants who are sub-lease tenants of paying BIA members require, by municipal bylaw, a letter of designation from their landlord to participate on a BIA Board. The Board agreed to move forward with approaching Regus for this letter on Daniele's behalf. Unfortunately, the Regus centre has declined to provide the letter, given that "tenants" of the Regus Centre take out service agreements and not leases.

The current Preston Street BIA Constitution includes a term that allows ex-officio members to sit on the Board. If this term does not properly address or include Daniele's application, the Board could vote at the AGM to include such a provision.

The Board agrees to meet with the applicant first before taking any amendments to the members at the AGM. Lindsay is to schedule a meeting with Daniele, Steve and Marcus to discuss his application and if this is the right direction for the Board.

2.3 Bridge Replacement Update

2.3.1 Sign Removals

The heritage mural panels and blade signs will be removed from the Preston underpass, overnight on Thursday, September 14 by Graphix2k. The neon overpass signs are scheduled to be removed overnight on Thursday, September 21. The BIA will be working with Arx Fencing, who are able to provide some very competitive rates on traffic control. MTO now has the northbound parking lane closed, which can be expected to be maintained, alternating between northbound and southbound, until July 2024. Lastly, the BIA is still waiting for the documentation on the business claims process, it is expected by September 29th in advance of the AGM.

A budget for the bridge replacement removals is shared. The approved budget for 2023 includes a \$15,000 line item for bridge maintenance, to which all bridge replacement expenses are to be applied.



2.4 CRM Update

Katy shared an update about the new CRM, Hubspot, to the board. In the last month, the BIA has integrated the use of a CRM to help track communication with the membership. When Lindsay and Katy hand out invitations for the AGM, they will continue to update the CRM with new information.

2.5 Community Safety Update

Lindsay shared some updates about community safety. In the past few months, the reports of disturbances have increased. La Roma contacted the BIA about having to call 911 for overdoses three times in a 24-hour window. Steve has also written a letter to the City Councilor about the reoccurring issues. The BIA continues to monitor and report everything to the Peer Community Safety Representative, Stephanie Lemieux. The BIA also continues to work with Somerset Community Health Centre when the disturbances surround illicit substances.

3. Marketing Update:

3.1 SPAO Artwalk Update

Katy shared an update for the Board about the SPAO Artwalk. SPAO is waiting for the city permits to be reviewed and approved and are printing the art to size. Installation is to begin soon. SPAO, Lindsay and Katy are continuing to follow-up with members who are interested but have not signed the correct forms yet.

3.2 Photography for BIA Members

Katy shared an overview of the photographs that Curtis Perry took of the businesses in August. A second round may be scheduled for the fall.

3.3 Social-Media and Website Report

Katy shared the social media and website report for the month of August. A detailed report will be sent to the board after the meeting.