



**Preston Street BIA
BOARD MEETING
MINUTES**

**Tuesday, December 5, 2023, 9:30 am to 11:30 am
Corso Italia Boardroom – 343 Preston Street**

Attendees: Steve Moffatt, Marcus Filoso, Joey Frangione, Sabrina Mtanos, Lauryn Santini, Tony Zacconi, Daniele Cambareri, Lindsay Childerhose, Katy Morassutti

Absentees: Shane Olsen, Houry Avedissian, Claudio Lepore

1. Approval of Minutes

1.1 Approval of Agenda

Approved by: Marcus Filoso

Seconded by: Steve Moffatt

Unanimously accepted.

1.2 Approval of Minutes

Approved by: Sabrina Mtanos

Seconded by: Lauryn Santini

Unanimously accepted.

2. Chairperson's Report:

2.1 Ottawa Italian Festival 2024

2.1.1 Bridge Replacement Impacts and Site Decisions

Last month, the Board discussed the impacts of the bridge replacement on Preston Street for the June 14-16 weekend. MTO originally indicated that the underpass and the soccer field will be active job sites for the duration of the festival weekend. They have since proposed to limit work on both Saturday and Sunday to stop at 1:00pm. They are requesting that the BIA push road closure times to 1:00pm on both days to allow contractors access to their job sites in the morning. If this can be accommodated, KDMP will have no need to impose a single lane closure from Gladstone to St. Anthony to facilitate construction vehicle access.

Since there will be no construction impacts other than the existing lane closures at the overpass and work on the soccer field, the Board agrees that the BIA must proceed with closing the street



from Carling to Somerset (rather than attempt to condense activities on either the north or south end).

It is agreed that the underpass should be treated as a pass-through area during the festival and not a programmed space where attendees are encouraged to gather. Italian Week does not plan to put their main stage at 301 Preston this year. All parties agree that this is a good decision.

2.1.2 Parking Issue and Shuttle Bus

Last year, the City's decision to implement no parking on all side streets in the BIA during the event weekend created major issues for attendees, residents and business owners. This decision effectively made Preston Street inaccessible to those who live outside of the city and/or the elderly who cannot get dropped off nearby and walk down to Preston Street. Although the BIA has been vocal about the impacts of this to the city, the enforcement of no-parking on side streets is at the full discretion of Traffic Management and is likely to be implemented again.

During the postmortem meeting for the Italian Festival, Giuseppe from FCA Ottawa proposed that the BIA consider a shuttle bus service that would run hourly and bring people in from various pick-up locations in Ottawa.

Lindsay shares that she has contacted a few charter bus providers for pricing.

OC Transpo offers a charter service for a minimum commitment of \$600 per bus for three hours and \$200 for each additional hour. For three buses running hourly for three days, the cost would exceed \$15,000.

Yellow bus providers are much more cost effective. Lindsay has contacted Roxborough Bus Lines and Leduc Bus Lines for pricing. Roxborough can offer three yellow bus charters, running hourly, for under \$10,000.

A plan to create three routes is shared, with pickup locations in Ottawa West, East and South. Proposed pick up locations include Billings Bridge, Carlingwood Shopping Centre, Nepean Sports Complex, Villa Marconi, Ottawa South Community Centre, Blair Station, and the Ottawa Stadium.

The Board suggests that the BIA reach out to the city and try to work with them on securing city-owned lots as pick up points. The Board agrees that the BIA should seek a sponsor for the shuttle service.

2.1.3 Funding Considerations

The Board agrees that opening the festival up to accept sponsors is a good way to recover some of the budget that the BIA puts into the event. It is proposed that the BIA accept 1-2 large



sponsors for road closure expenses and 3-5 smaller sponsors who are given space on the street for a branded tent.

Joey responds that the BIA cannot bring on-street sponsors that are direct competitors or are in the same industry as any BIA members.

The Board agrees. It is made clear that no sponsor tents will be permitted to sell anything. The sponsor spaces would be for sponsor-based visibility only.

Lindsay and Katy will create a sponsorship package for presentation at the next Board meeting.

2.1.4 FCA Ottawa Events and Additions

Last month, Giuseppe Castrucci, Marianno Ranallo, and Joe Cotroneo joined the Board meeting to discuss a proposed car-club related event. FCA Ottawa is proposing to expand the Concourse D'Elegance to take place at Commissioner's Park in 2024. They are aiming to bring 150 cars from across North America to this event. FCA Ottawa has asked for the BIA's support in approaching the NCC for approval to use the land at Dow's Lake for the event.

Two weeks ago, the BIA and FCA Ottawa met with the tulip festival to discuss best practices for holding an event at Commissioner's Park. FCA Ottawa has since submitted their application to the NCC for use of Commissioner's Park for the event.

2.2 Presenting Presdelicious 2024

2.2.1 Event Proposal; Date, Logistics and Budget

Lindsay and Katy present Presdelicious 2024 to the Board; a tasting-styled event with a proposed date of March 5th.

Before the pandemic, the BIA hosted a restaurant-focused price-fixed menu event series called Presdelicious. The event was a two-week promotion in which BIA restaurants would offer a set menu for a set price. The event was discontinued during the pandemic. When the BIA surveyed restaurants in the fall, they found that restaurateurs were not in a position to offer a discount-based promotion as the cost of supplies is too high to reduce prices. Instead, many restaurants have indicated that they would be willing to take part in a tasting-styled event.

The Board agrees that the BIA needs to bring back a restaurant focused event and likes the new concept.

The Board asks about a proposed venue. Preston Square's Klondike room is discussed. At this location, the BIA would need to apply for a SOP and outsource bar service.



Sala San Marco is proposed as a second option. The Board agrees that it makes sense to work with one of our banquet halls that can provide bar service.

The Board agrees that ticket prices should be kept low as this will be Preston's first rendition of the event. It is suggested that the BIA find a food sponsor to help offset the cost for restaurants to participate.

This event was originally looked at for September, now the BIA is proposing an early March date. The Board agrees that April would be a better time of year for the event. Lindsay is to speak with Sala San Marco and confirm what dates are available in April.

Some Board members share concern over the event name "Presdelicious" as it is unclear and confusing. Lauryn proposes "Taste of Little Italy". Joey and Tony propose "Taste of Preston" to avoid the event sounding limited to Italian food. Lindsay and Katy will mock up some design options with both names and will send it to the Board for a vote.

2.2.2 Event Partners and Sponsorship

The BIA has been approached by the local Font D'Amore Tarantella dance group regarding a fundraising request/idea. Font D'Amore performs each year at Italian Festival, for free, and they practice at St. Anthony's. Carina Della Valle, the organizer of the dance troupe, has sent a proposal to the BIA to host a tasting event or "Little Italy expo". It is agreed that the BIA will partner with Font D'Amore to host the April tasting-style event. Font D'Amore is asking that a portion of all proceeds be donated to the dance group as sponsorship. The group is also to perform at the event. The Board agrees with this. Lindsay is to prepare an event budget and put forward a sponsorship amount for vote at the next meeting.

Lindsay proposes that the BIA work with a former member and current events company, La Terraza events. The Board agrees that the BIA should source its own décor for the event and avoid working with a third party.

2.3 Bridge Replacement Update

2.1 New Blade Sign Program

Lindsay is waiting for quotes for repainting and refurbishing the blade signs. This item has been tabled.

2.2 St. Anthony's Soccer Field

An update is shared about St. Anthony's Soccer Field. Lindsay had a called with the Facilities Manager for the OCDSB. It was determined during the call that no involved party would be



pursuing artificial turf for the field. The school board feels that the field will be significantly improved as the trees will be removed and a new fence put in. They also shared that the MTO may still renew their agreement to use the field for a second year, so it may be two years until the soccer field is reinstated.

Lindsay shares that she asked the school board if the BIA should pursue a city-funded contribution to assist with the installation of astro-turf. Robert Melesky has indicated that the school board would not be open to this. The field already has too much interest; they would not want the city to open the field up to community access in any way.

Lindsay shares that the Footy Sevens did not follow through on submitting a proposal for the artificial turf. The school board agreed that there was little interest on their behalf in commercializing the field.

Tony feels that the BIA should further pursue this, as the turf field will improve local soccer programs, which would be good for businesses in the area. Tony asks if OCDSB would be agreeable to accepting a donation from the BIA with no contingent access requirements.

Lindsay is to find out how much a turf field and light installation would cost. Steve mentions that it may be possible for someone to sponsor the lights as well. Lindsay will book a meeting with the school board to discuss the donation of the lights from the BIA.

2.3 Second Archway Update

The BIA has completed a credit check with Tomlinson and is currently undertaking the soil test at the new archway location.

Marcus adds that, the foundation of the new archway will be different from the first. Tomlinson wants to inspect the soil further to figure out how the foundation will be laid. He is in discussion with a structural engineer to work on how to attach the bases for the archway.

2.4 City of Ottawa Grants 2024

Each year, the BIA receives a grant from the city for mural artwork. Lindsay proposes that the BIA submit an application for a new mural on Somerset Street near the City Centre bridge, to help Somerset and north-end members feel more included in the BIA. Musca Wine is proposed as a potential location and a member who is interested in the mural program. The Board agrees to proceed with a mural application for 969 Somerset Street.

2.5 Sponsorship Requests for 2024

The BIA has received two additional sponsorship requests.



A proposal from Ottawa Musical has been shared with the Board. They are requesting a \$2,500 sponsorship for a show at The Gladstone Theatre that runs from December 23 to January 7. The Board agrees that the BIA does not have budget to support Ottawa Musicals. There is also discussion as to whether this is within the BIA's mandate. The motion is not carried.

The Gladstone Theatre is asking for \$5,000 in 2024 to support their annual programming which they feel drives traffic to restaurants and bars in the BIA. The Board agrees that the Gladstone Theatre is a strong amenity in the area. The Gladstone currently offers a limited number of free tickets to members in the BIA. The BIA has tried to set up a dinner and a show promotion, however, there has been limited interest from members.

Steve asks if the Gladstone would be willing to give a set number of tickets up front that the restaurants could hand out to patrons, instead of asking them to discount menu items.

Lindsay is to discuss with the Gladstone and report back in January.

3. Marketing Update:

3.1 SPAO Artwalk Update

The Little Italy SPAO Photo Walk officially launched (phase 1) on November 24, at SPAO's Open House. The project launch has been picked up by various local media sources including, OBJ, Ottawa Citizen, and Apartment 613. To date, twenty large-scale prints have been installed throughout the BIA. The feedback from members and the public has been very positive. SPAO will be completing a final round of installations in the spring, at which time the BIA will do a big push as part of the Tulip Festival.

3.2 Preston Street Holiday Giveaway Campaign

The BIA started a "12 Days of Giveaways" campaign on December 1. There are over \$1000 worth of prizes that were donated by members. The giveaway has garnered good engagement from both members and followers on social media. Katy will share an overview of the insights from the giveaway at the next board meeting.

3.3 Social-Media and Website Report

Katy will share a social media and website report to the Board via email after the meeting.

4. Financial Status

4.1 Operating Status Report