



**Preston Street BIA
BOARD MEETING
MINUTES**

**Tuesday, January 9, 2024, 9:30 am to 11:30 am
Zoom**

Attendees: Marcus Filoso, Sabrina Mtanos, Claudio Lepore, Joey Frangione, Houry Avedissian, Ariel Troster, Tessa Franklin, Lindsay Childerhose, Katy Morassutti

Absentees: Steve Moffatt, Lauryn Santini, Tony Zacconi, Shane Olsen, Daniele Cambareri

1. Approval of Minutes

1.1 Approval of Agenda

Approved by: Sabrina Mtanos

Seconded by: Joey Frangione

Unanimously accepted.

1.2 Approval of Minutes

Approved by: Sabrina Mtanos

Seconded by: Claudio Lepore

Unanimously accepted.

2. Chairperson's Report:

2.1 Ottawa Italian Festival

The MTO has agreed to pause all work on Preston Street for the June 14-16 weekend.

Due to the work taking place at 301 Preston Street, Italian Week and the BIA have been discussing new ways to bring entertainment to the street for the event. All parties have agreed not to put the main stage at the city parking lot.

2.1.1 Sponsorship Requests

The Board has received a sponsorship letter from the Italian Car Club for the Italian Car Parade for \$15,000.

FCA Ottawa will be submitting their request for sponsorship to the BIA. Lindsay briefs the Board that FCA's costs are going up this year as they make changes to their road closure plan at the Demo Zone, following last year's issues with Traffic Management.



2.1.2 Sponsorship Package

A Sponsorship Package for the Italian Festival is shared with the Board. The BIA has determined to open the festival to accepting two road close sponsors and to make available space for five sponsor tents on the street. Sponsors would not be permitted to sell anything on the street and the BIA will be selective in accepting sponsors who do not present direct competition to members.

Lindsay is to send the Sponsorship Package to the Board for review and comments.

2.1.3 Shuttle Bus Routes

Lindsay shares with the Board that the shuttle bus program for the Italian Festival is still in-progress and updates will be shared at the next board meeting.

2.2 Spring Tasting Event

In December, the Board discussed introducing a tasting style event. It was agreed that the event would take place at Sala San Marco in April. The three dates proposed are April 16, 23, or 30. There will be 200 tickets available to be sold at a low price point of \$50-\$60.

The Board is asked if the event should be referred to as Taste of Preston or Taste of Little Italy. The Board agrees that Taste of Little Italy is best for the event. This agenda item is tabled for the next meeting.

2.3 Requests for Sponsorship

2.3.1 St. Anthony's Soccer Club

The Board discusses a sponsorship request from St. Anthony's Soccer Club. The Board agrees that the soccer program is a great initiative, good for the community and members, and that the BIA should find a way to support it. With low attendance at the meeting, the Board agrees to put the sponsorship to vote by email. Lindsay is to follow up after the meeting.

2.3.2 The Gladstone Theatre

This item is tabled for the next meeting.

2.4 New Board Member Application: Shauna Bradley

The BIA has received a new board member application from Shauna Bradley. Shauna is the CEO of the Heart and Crown (all locations). Currently, Shane Olsen sits on the Board as a representative of the Heart and Crown. Shane has been absent from the Board for more than four consecutive months. The Board agrees to request a letter of resignation from Shane and to put Shauna's letter to vote once the seat becomes vacant.

2.5 Grant Updates



The BIA has submitted two grant applications for 2024; one with Ottawa Tourism and the other with the Ministry of Tourism, Culture, and Sport.

The BIA has submitted two applications for funding from the City; one for the Second Archway Project and the other for a mural at Musca Wine. The Board will be updated once the funding is confirmed.

2.6 Street Maintenance Items

2.6.1 Neon Archway

Half of the white LED tubing on the Portal Archway at Carling is out. Lindsay is to contact the supplier regarding a warranty. If maintenance is required, the Board agrees to wait until spring to pay for a road closure to fix the archway, in case more lighting goes out when the snow melts.

2.6.2 Archway Funding

An update is shared with the Board about the Second Archway Project. A meeting has been booked with Public Realm for February 6th to discuss the project. Soil testing is still underway with Tomlinson. The Councillor's office is currently looking into if they can provide funding for this project.

3. Marketing Update:

3.1 2024 Print Marketing Program

In 2024, the BIA is making it a priority to improve marketing reach for members outside of the Italian Festival. A print and media marketing program is proposed. The program would feature members on a rotating basis, with four major ad placements throughout the year. These placements would appear in popular Ottawa magazines, alternating between cuisine and lifestyle. This gives the members access to expensive advertising placements at a fraction of the price.

The Board is asked if the BIA should charge a nominal fee of \$50-\$100 for members to participate. The Board agrees that an opt-in structure of some kind is important so that members do not feel that they have been intentionally left out of a group marketing program.

3.2 December Campaign Results

Katy shares a report of the December 12 Days of Giveaways Campaign.

4. Financial Status

4.1 Operating Status Report



Carry Forward Items:

1. **Shuttle Bus Program**
2. **Spring Tasting Event**
3. **Italian Festival Sponsorships**
4. **The Gladstone Theatre Sponsorships**
5. **Archway Neon Repairs**
6. **Second Archway Project**