



**Preston Street BIA  
BOARD MEETING  
MINUTES**

**Tuesday, February 13, 2024, 10:00 am to 11:00 am  
Zoom**

**Attendees:** Steve Moffatt, Marcus Filoso, Lauryn Santini, Shauna Bradley, Houry Avedissian, Sabrina Mtanos, Tony Zacconi, Joey Frangione, Tessa Franklin, Lindsay Childerhose, Katy Morassutti

**Absentees:** Daniele Cambareri, Claudio Lepore

**Meeting Called to Order by Steve Moffatt – 10:00am**

**1. Approval of Minutes**

**1.1 Approval of Agenda**

Approved by: Sabrina Mtanos

Seconded by: Marcus Filoso

*Unanimously accepted.*

**1.2 Approval of Minutes**

Approved by: Lauryn Santini

Seconded by: Sabrina Mtanos

*Unanimously accepted.*

**2. Chairperson's Report:**

**2.1 Welcome new Board Member, Shauna Bradley**

The Board warmly welcomes Shauna Bradley to the Board. Shauna is the CEO of the Heart and Crown. She sat on the Board for the ByWard Market BIA for four years, right up until its dissolution. The Board voted to elect Shauna on January 23<sup>rd</sup> by e-vote.

**2.2 Community Safety Concerns**

Members have shared concerns about increased incidents of unhoused people seeking shelter in storefronts. Lindsay shares an email from Joe Cotroneo from Pub Italia regarding concerns of public drug use at the south end of Preston, specifically McCann Park. Currently, the BIA provides the Somerset West Community Health Centre's Who-to-Call List, which has non-police resources, to members who reach out about these issues. The BIA also offers Agent Status to businesses which allows police to patrol their property outside of a call for service.



Tessa announces that the launch of the new 211 non-police crisis line, a resource that will be available 24/7, is likely to take place this summer.

## **2.3 Ottawa Italian Festival**

The BIA has announced the 2024 Italian Festival dates to the membership and has distributed patio extension information and road closure times by e-newsletter.

### **2.3.1 Programming Update; Italian Week**

Due to the bridge replacement, there will be no large main stage as part of the festival this year. The BIA is working with Italian Week Ottawa to bring a small rolling stage to the street for the event. Italian Week has also proposed a patio performance program that would put Italian artists and bands, who typically perform on the main stage, on patios during the event at no cost to the restaurants.

### **2.3.2 Insurance and Special Event Applications**

In the absence of a main stage, the BIA will submit just one special event application this year and name Italian Week as a presence on the street during the event. This means that the BIA is the sole umbrella organization and main organizer of the event.

### **2.3.3 FCA Ottawa Ferrari Festival Sponsorship**

Bike Race Ottawa and the Italian Car Club have both requested the budgeted amount for sponsorship this year, meaning no vote is required. FCA Ottawa is asking for \$50,000, which is \$15,000 more than what is budgeted for the Ferrari Festival in 2024. In their letter of request, FCA Ottawa cites the rising costs of putting on the Demo Zone as the main driver behind this new sponsorship amount. Last year, FCA Ottawa asked the BIA for an additional \$12,000 after the event because of budget overruns at the Demo Zone. The BIA has \$35,000 in the budget for the Ferrari Festival this year. BIA costs for the event are also higher this year because of increases in the cost of road closure and security. The Board expresses concern about the amount that FCA Ottawa is requesting and asks to see a breakdown of the costs and receipts associated with the Demo Zone in 2023.

## **2.4 Taste of Little Italy Event**

The date and time for Taste of Little Italy will be April 23rd from 6:00pm to 8:00pm. Currently, five restaurants have confirmed their participation. The BIA is aiming to have a minimum of ten exhibitors and a maximum of twenty. The BIA is offering the restaurants \$300 towards the cost of their food supplies and their booth at the event is provided for them at no charge. The BIA is hoping to get a food sponsor to cover the costs for the restaurants.

## **2.5 Grant Updates**

Lindsay shares that the BIA has been awarded \$15,000 for the archway project from the city's Mural and Architecture grant program.

## **2.6 St. Anthony's Soccer Club Sponsorship**



Last month, the BIA received a sponsorship request from St. Anthony's Soccer Club for their junior recreational soccer program. In 2022, the BIA sponsored jerseys for the program. Since then, the program has grown significantly, and costs have increased. St. Anthony's anticipate that their costs for the program will be \$8,000 this year, which include the purchase of new jerseys and equipment. They are asking the BIA for a sponsorship of \$4,000 to help with half of the program costs. As part of the sponsorship agreement, they are going to ramp up their presence on the street this year for the Italian Festival. The BIA logo would be on all the jerseys and the program website and marketing as well.

*MOTION: that the Board approve a \$4,000 sponsorship to Ottawa's St. Anthony's Soccer Club.*

**Moved by:** Steve Moffatt

**Seconded by:** Tony Zacconi

**Unanimously approved.**

## **2.7 Street Maintenance Items**

### **2.7.1 Neon Archway**

Graphix2k did a site visit at the Carling archway; they found a bad connection at the power box and have resolved any existing issues with the lights.

### **2.7.2 Archway Funding**

Currently, the committee is working with Paterson Group to perform geological testing at the proposed archway site. The BIA has applied for a road cut permit through the city to perform this testing. Following the location of any private underground infrastructure, a borehole program is scheduled for February 27<sup>th</sup>.

The Councillor's office has been able to locate funding through Section 37 that they believe can be attributed to the archway project. For this to happen, the archway would need to be a city-owned asset. This is the agreement that is in place for the archway at Carling and Preston. Public Realm is speaking with the City of Ottawa's legal department about the viability of entering into a similar agreement. The BIA is waiting to hear back before securing the funding.

## **2.8 New Board Member Application; Jason Anbara**

The BIA has received a new Board Member application from Jason Anbara. Jason is the co-owner of Anabella's Kitchen and Lounge and is eager to become more involved with the street. Lindsay reminds the Board that this is the last voting member spot available and voting Jason in will mean the Board will be full. Many Board Members know Jason and it is agreed that the Board will move forward with a motion to elect him.

*MOTION: that the Board approve Jason Anbara's election to the Board.*

**Motioned by:** Tony Zacconi

**Seconded by:** Shauna Bradley and Sabrina Mtanos

**Unanimously approved.**



### **3. Marketing Update:**

#### **3.1 2024 Print Marketing Program**

Last month, the BIA introduced a strategy to improve marketing reach for members outside of the Italian Festival. This program will feature members on a rotating basis, with four major ad placements throughout the year. These placements will 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. Lindsay and Katy will continue to reach out to businesses to discuss this program.

#### **3.2 Social Media and Website Report**

Katy reports on January's social media highlights. A report will be shared with the Board following the meeting.

### **4. Financial Status**

#### **4.1 Operating Status Report December 2023**

The BIA's unaudited revenues for the year end of 2023 were \$467,000, the BIA's unaudited year-end expenses were \$506,000. Although the city is still adjusting the entries, it is predicted that there will be an unaudited deficit of approximately \$39,385 for 2023. The Board voted to access the surplus by \$60,000 last year for the Neon Replacement Project.

#### **4.2 BIA Procurement Management Policy**

The city has requested that all BIAs update their procurement management policies by the end of March. In fall 2023, the Office of the Auditor General investigated Manotick BIA's expense management and came up with recommendations for all BIAs to implement. As a result, the BIA has updated the procurement management policy to reflect these and to include best practices as identified by OCOBIA. The key additions to the policy include:

- All expenses now require approvals from two authorized signatories, regardless of amount.
- No Board member or staff member can approve their own reimbursements or payroll, which was already in effect but is now in writing in our policy.
- The most important outcome of the Manotick investigation was that the city now recognizes that BIAs naturally want to do business with their own member businesses including those of Board members, and so there should be some language that supports that in our governance documents. The added provision is that:
  - The Preston Street BIA will aim to patronize its members and Board members first, granted the price is reasonable and there is good value in return, and that,
  - Board members must recuse themselves of voting on or approving any business decisions that would impact them financially.

Steve asks if there are any reoccurring costs that will put the BIA in a deficit for 2024. Lindsay responds that there is a large budget for archway and overpass maintenance in the 2024 budget



that will likely go unused as the overpass signs are in storage and the archway system is new. With this, there are more available grants in 2024 than there were in 2023. The BIA has diligently applied to all available grants thus far and will continue to do so.