



**Preston Street BIA
BOARD MEETING
MINUTES**

**Tuesday, March 5, 2024, 10:00 am to 11:00 am
Zoom**

Attendees: Steve Moffatt, Marcus Filoso, Lauryn Santini, Shauna Bradley, Houry Avedissian, Sabrina Mtanos, Joey Frangione, Claudio Lepore, Daniele Cambareri, Tessa Franklin, Ariel Troster, Lindsay Childerhose, Katy Morassutti

Absentees: Tony Zacconi

1. Confirmation of Minutes, Agenda and Call to Order

1.1 Call to Order

The meeting was called to order at 10:00am by Houry Avedissian.

1.2 Approval of Agenda

Approved by: Joey Frangione

Seconded by: Lauryn Santini

Unanimously accepted.

1.3 Approval of Minutes

Approved by: Marcus Filoso

Seconded by: Joey Frangione

Unanimously accepted.

2. Chairperson's Report:

2.1 CRA Audit Results

In October 2023, the BIA was notified that the CRA would be conducting an audit into the PSBIA's eligibility for the Canada Emergency Wage Subsidy and Canada Emergency Rent Subsidy in 2020 and 2021. The BIA received \$8,132 of CERS funding in 2020 and \$61,076 of CEWS funding in 2020 and 2021, for a total repayment amount of \$69,208.

BIA staff complied with the audit and sent necessary audit requirements to the CRA in January 2024.

The CRA has deemed BIAs ineligible for CERS and CEWS, and as such, the PSBIA has been asked to pay back the funds. The deadline to accept or reject this verdict is March 20, 2024.

MOTION: that the Board accept the CRA Verdict regarding CERS and CEWS repayment.



Moved by: Steve Moffatt
Seconded by: Joey Frangione

Unanimously accepted.

2.2 Ottawa Italian Festival

2.2.1 Programming Update; Italian Week

A tentative road closure schedule, the 2024 Bike Race route and patio extension information were shared with the members by e-newsletter in January. All special event applications have been submitted to the city and the BIA is awaiting a SEAT meeting date. The BIA has requested that all organizations who will have a presence on Preston Street during the event hold comprehensive general liability insurance of their own.

2.2.2 FCA Ottawa Ferrari Festival Sponsorship

FCA Ottawa's sponsorship request for \$50,000 was presented at the February board meeting. In response, the Board requested that FCA Ottawa provide a comprehensive overview of the budget and receipts for their 2023 expenses. FCA Ottawa has submitted a full budget overview for the Ferrari Festival and submitted receipts for the demo zone totaling \$49,612.65, which have been shared with the board. Additionally, FCA Ottawa has indicated that BIA sponsorship funds are used for the Ferrari Demo Zone.

The Board expressed concern about the requested amount, which exceeds the budgeted allocation for the Ferrari Festival by \$15,000. Board members unanimously agreed that the BIA must be cautious not to incur a budget overrun this year, given that the reserve fund will be used for the Second Archway Project within a two-year period. With this, the BIA has been asked to pay the CRA \$70,000, which will be deducted from the accumulated surplus. The Board acknowledges that the FCA Ottawa Ferrari Festival and Demo Zone are the main traffic drivers for the Italian Festival and that they are an essential part of the event weekend.

The Board discussed FCA Ottawa's proposal letter, which outlines the factors contributing to the rising costs of the Demo Zone.

Lindsay shared the new event that FCA Ottawa will be bringing to Commissioner's Park, the Queen Elizabeth Via Italia Concours d'Elegance.

Claudio added that FCA Ottawa faced major unexpected expenses in 2023 and changes at the city level, resulting in substantially higher costs for their event last year and this year.

The Board acknowledged the dramatic increase in the cost of event supplies. Lindsay shared that the BIA's road closure and security costs increased by 20% in 2023 as well.

Steve reminded the Board that a \$50,000 sponsorship payment represents approximately 15% of the annual budget, and that the Italian Festival currently accounts for 50% of the annual budget.



The Board unanimously agreed that the BIA must consider its financial capacity beyond the Italian Festival weekend. In considering the BIA's financial commitments for 2024, the Board agreed to increase the sponsorship amount for FCA Ottawa by \$5,000 to \$40,000.

MOTION: that the Board approve a \$40,000 sponsorship for FCA Ottawa for the 2024 FCA Ottawa Ferrari Festival.

Motioned by: Steve Moffatt
Seconded by: Joey Frangione
Unanimously accepted.

The Board agreed that all sponsorship recipients must sign a funding and partnership agreement this year, binding them to adhere to the PSBIA's sponsorship policy requirements. These requirements will include advertising, financial reporting, and contingency terms. The proposed agreement terms were shared with the board. Lindsay is to send the draft agreements to the Board for review.

2.3 Taste of Little Italy

The BIA will be launching Taste of Little Italy on April 23rd. To date, 10 restaurants have confirmed their participation as exhibitors in the restaurant showcase. The BIA aims to have 15 exhibitors, with a maximum of 20 booths in the event space.

Tickets will go on sale on March 12th at \$50 per ticket. The Board agreed in December to donate proceeds from the event to the Fonte d'Amore Tarantella Group, which will be performing at the event as part of the fundraiser.

Katy shared the marketing plan for the event, including drafts of the event graphics and the planned digital and print rollouts.

2.4 Second Archway Project and Community Concerns

In November, the committee contracted the Paterson Group to conduct geological testing at the proposed second archway location at Preston and Primrose, aiming to determine the viability of the location before applying for a building permit. To facilitate this testing, a road cut permit was applied for and received by the Paterson Group through the city. In October, the committee obtained approval from Katie Pate to proceed with the testing. Consequently, site visits were scheduled for the third week of February. As the north end of Preston is primarily residential, conducting the geological investigation necessitated accessing a residential property adjacent to the proposed location, specifically 31 Preston Street.

The BIA composed a letter to the homeowner at 31 Preston Street, informing them that the BIA is proposing to build an archway adjacent to their property on city lands. Additionally, the BIA conveyed that they are currently in the soil testing phase of the project and kindly requested the homeowner's cooperation with a site visit to identify underground utilities. The homeowner



contacted both the BIA and Councillor Troster to oppose the project, given that public consultation had not taken place. In response, Councillor Troster has requested that all work on the archway project be halted until the city and the committee can meet to establish a proper work sequence and a future memorandum of understanding (MOU) for the feature, which will include opportunities for public consultation.

Lindsay, Steve and Councillor Troster will meet with Public Realm on Thursday, March 7 to discuss the viability of a similar agreement and a plan forward. Committee Chair, Angelo Filoso, is unable to attend the meeting.

4. Financial Status

4.1 Approval of Expenditure Management Policy

Last month, the BIA reviewed a proposed expenditure management policy for the PSBIA that incorporated recommendations made by the Integrity Commissioner following an investigation into Manotick BIAs expenses in 2023. The policy underwent initial review by the Executive Committee and was subsequently presented to the Board during the February meeting. Following this presentation, it was circulated for additional review via email.

The Board unanimously agreed to proceed with a motion to approve the policy.

MOTION: that the board approve the 2024 Expenditure Management Policy for the Preston Street BIA.

Motioned by: Steve Moffatt

Seconded by: Marcus Filoso

Unanimously accepted.

4.2 Operating Status Report

The January Operating Status Report will be sent to the Board after the meeting and will be reported on at the next meeting.

5. Other Business

Councillor Troster shared that the Somerset West Community Health Centre's Consumption and Treatment Service has temporarily closed due to employee illness following exposure to toxic drug-related fumes. SWCHC is collaborating with Ontario Public Health, the Ministry of Labour, and the Ministry of Health to address the issues. The staff has been deployed to conduct outreach and provide overdose response in the immediate vicinity of the CTS and the broader community.

6. Motion to Close the Meeting - 10:50am

Motioned by: Shauna Bradley

Seconded by: Sabrina Mtanos