



**Preston Street BIA
BOARD MEETING
MINUTES**

**Tuesday, May 14, 2024, 10:00 am to 11:00 am
Zoom**

Attendees: Steve Moffatt, Marcus Filoso, Lauryn Santini, Sabrina Mtanos, Joey Frangione, Claudio Lepore, Tony Zacconi, Houry Avedissian, Jason Anbara, Daniele Cambareri, Tessa Franklin, Lindsay Childerhose, Katy Morassutti

Absentees: Shauna Bradley

1. Confirmation of Minutes, Agenda and Call to Order

1.1 Call to Order

The meeting was called to order at 10:00am by Steve Moffatt

1.2 Approval of Agenda

Approved by: Claudio Lepore

Seconded by: Sabrina Mtanos

Unanimously accepted.

1.3 Approval of Minutes

Approved by: Marcus Filoso

Seconded by: Joey Frangione

Unanimously accepted.

2. Chairperson's Report:

2.1 OBIAA Conference Takeaways

2.2 Taste of Little Italy Feedback

Taste of Little Italy was a sold-out event on April 23. Attendee feedback included; that the event should be more than 2 hours, more ambient lighting and music, and more points of sale for alcohol. Participating restaurants also provided feedback that the event should be longer.

The Board voted in January to host this event in support of Fonte d'Amore Tarantella. After reconciling the ticket revenue and expenses for the event, event proceeds totalled \$5,000.

MOTION: That the Board approve a \$5,000 directed sponsorship for Fonte d'Amore Tarantella as part of Taste of Little Italy Ottawa, paid to Flair Empire for the purchases of new costumes for the dance troupe.

Moved by: Lauryn Santini



Seconded by: Steve Moffatt

2.4 Ottawa Italian Festival

2.4.1 Experience Ontario Grant

The BIA has received \$20,000 from the Experience Ontario Grant Program.

2.4.2 Marketing and Animation Update

An updated schedule of events for the Ottawa Italian Festival is shared and the marketing materials.

2.4.3 Special Occasion Permits

The Board discusses Special Occasion Permits for the Ottawa Italian Festival. This year, just one business is requesting assistance for an SOP for the event. The Board agrees that members should have the option to take out an SOP for the event.

The Board unanimously agrees that Special Occasion Permits should continue to be permitted for the event. It is determined that no motion is required.

2.4.4 Special Event Parking Update

City of Ottawa Traffic Management met with the BIA to review the application of special event parking in Little Italy during the festival weekend. Some adjustments will be made to the special event provisions in 2024 for the Italian Festival. Curbside parking will remain on Rochester and Beech Street. Traffic will review placing these provisions on closed-in side streets where residential parking permit holders can park. Balsam, Poplar, Willow and Eccles are expected to receive no parking signs on just one side of the street. Traffic is to confirm these provisions by the week of June 10.

The Board asks that Lindsay confirm accessible parking provisions with the city.

2.5 Second Archway Update

The Second Archway Committee has approved BPA's proposal to proceed with two structural engineer's reports for the Carling archway and Bambini. The committee will meet with the Councillor and Public Realm on May 30th.

2.6 Preston Street Bridge Replacement

The Preston Street Bridge Replacement project is still on track. The bridge lift will still take place on the weekend of July 25-29.

The BIA has reached out to Goodbye Graffiti to have the graffiti removed from the overpass. Unfortunately, this is not covered within the current contract. The removal will cost an additional \$1,500 to clear the visible graffiti on the underpass.



MOTION: That the Board approve an additional \$1,500 in graffiti maintenance for the Queensway overpass.

Motioned by: Steve Moffatt

Seconded by: Marcus Filoso

Unanimously Accepted.

2.7 Letter of Support, Joe Cotroneo

An email from Joe Cotroneo is shared with the Board.

Joe Cotroneo has reached out to the BIA asking for a letter of support from the BIA.

The Board unanimously agrees to support Joe Cotroneo's project. Lindsay is to draft a letter of support and circulate this with the Board.

2.8 Parking Rate Increases

The city has indicated that they will be increasing parking rates on the south end of Preston Street from \$3.50 to \$4.10. This change was initially planned for early summer 2024, however the BIA has asked that they pause the rate increase given that the 301 Preston lot will be removed during the bridge replacement project.

The Board agrees to draft a letter to Councillor Troster about parking rate increases on Preston Street.

3. Marketing Update:

3.1 Social Media and Website Report

Katy will share a full report that will be circulated to the Board post meeting.

3.2 Kitchissippi Times Expansion

Kitchissippi Times has expanded distribution to now include Preston Street. They are going to install new transit boxes at Preston and Anderson and Preston Square. Kitchissippi Times is currently looking for indoor locations as well. KT will feature a large write up for Italian Festival next month.

4. Financial Status

4.1 Operating Status Report

4.2 Financial Review

Lindsay shares the financial report from March 2024.

5. Motion to Close the Meeting -

Motioned by: Sabrina Mtanos

Seconded by: Joey Frangione

Unanimously accepted.



Action Items:

- Draft a letter of support for Joe Cotroneo
- Draft a letter to the Councillor Troster re: parking rates
- Ask MTO for Bronson exit timeline
- Review Accessible Parking with Traffic Management