



**Preston Street BIA  
BOARD MEETING  
MINUTES**

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

**Attendees:** Steve Moffatt, Marcus Filoso, Joey Frangione, Tony Zacconi, Shauna Bradley, Houry Avedissian, Daniele Cambareri, Lindsay Childerhose, Katy Morassutti

**Absentees:** Lauryn Santini, Sabrina Mtanos, Claudio Lepore, Jason Anbara

**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: Marcus Filoso

Seconded by: Steve Moffatt

*Unanimously accepted.*

**1.3 Approval of Minutes**

Approved by: Shauna Bradley

Seconded by: Steve Moffatt

*Unanimously accepted.*

**2. Chairperson's Report**

**2.1 Bridge Replacement Update**

The MTO has indicated that the appropriate time to submit an encroachment permit for the new underpass is January 2025.

**2.1.1 Letter from Perch**

The Board of the BIA received a letter from Perch Restaurant, a member business, seeking support in pursuing a claim with the Ministry of Transportation Ontario (MTO) due to loss of revenue during the bridge replacement weekend. After careful consideration, the Board agreed to support Perch given that such a show of support does not conflict with the BIA's Bylaws or obligations as an arm's length entity of the municipality. Lindsay was asked to contact Economic Development and City of Ottawa Legal Services to confirm the feasibility of providing support and report back to the Board.



### **2.1.2 Underpass Mural Callout**

Discussion tabled for next month.

## **2.2 2025 Budget Discussion**

The Board discussed the 2025 budget.

### **2.2.1 Micro-Grants**

#### *1. Event Grants*

It was proposed that the BIA allocate \$2,500 to \$5,000 in the 2025 draft budget to an event micro-grant fund. To receive an installment of either \$500 or \$1000, events must involve collaboration between 2-3 BIA members. Interested members must provide an event budget and a proposal to the Board for approval.

The Board agreed to include this initiative in the draft budget, starting with a fund of \$2,500 which can be increased in the future if the program proves popular with the membership.

#### *2. Mural Grants*

It was proposed that the BIA allocate \$2,500 to \$5,000 in the 2025 draft budget for a mural micro-grant fund. This would offer \$500 to businesses interested in having mural artwork done and act as an incentive for members to beautify the area.

The Board agreed to include the mural micro-grant program in the 2025 draft budget.

#### *3. Fund for Broken Windows and Doors*

It was proposed that the Board include a fund to cover costs related to broken windows and doors in the 2025 draft budget, as community safety remains an ongoing concern for members. In some BIAs who offer this fund, the deductible on the insurance claim is paid for the member who has experienced vandalism.

The Board noted that managing this fund could be challenging and that it would need to be exhaustible. The Board agreed that, if implemented, access to this fund should be contingent on the member filing a police report.

### **2.2.2 Preston Street Pub Crawl brought to us by TuesdayClub613**

Tuesday Club (TC613) is a local social group that started during COVID to support restaurants by organizing large meetups on typically slow nights, helping struggling businesses generate revenue. They have proposed a Preston Street Pub Crawl for 2025, which would include four events throughout the year. Each pub crawl would feature 3-4 member bars and restaurants, with different participants each time. TC613 guarantees attendance of 50-70 people per event and would handle all coordination, promotion, and staffing.



The Board expressed interest in the Preston Street Pub Crawl. Steve suggested reaching out to members to gauge their interest. Shauna supported the idea and emphasized the importance of scheduling the events strategically during slow periods. Lindsay and Katy are to add this proposal to the member survey to gauge interest from participating restaurants and bars.

### **2.2.3 SPAO Photo Walk Expansion**

It was proposed that some funds be allocated to expanding the SPAO Photo Walk in 2025. Given the initial investment of \$35,000, it is estimated that an additional investment of \$5,000 to \$10,000 would be required to support an expansion of the project.

While the Board appreciates the idea, they questioned how it aligns with the PSBIA's mandate. Joey inquired about the success of the first Photo Walk installment, noting that SPAO has not yet provided the BIA with insights or scans of the existing artworks. The Board agreed that they would like to see ROI metrics for the success of the current Photo Walk before committing additional funds to the project in 2025.

### **2.2.4 Postcards from the Piazzas**

The Postcards from the Piazzas sculptures are existing public art assets that are currently underutilized on Preston Street. Katy proposed two ideas to improve public engagement with the artworks; 1) adding QR codes to each sculpture that would link to a webpage with historical information about the piece and 2) introducing a platform called Driftscape, a mobile and web-based tool, that would create a self-guided walking tour feature.

The Board agreed that the BIA should work to improve public engagement with the sculptures. However, it was noted that pedestrians might be unlikely to download an app to explore the history behind the artwork. The Board decided to explore less expensive options for connecting the historical write-ups to the sculptures.

Shauna expressed interest in seeing data on tourism within the PSBIA to better inform decisions about these types of programs. Lindsay is to look into the availability of Environics footfall data and report back to the Board.

### **2.2.5 Gladstone Theatre Sponsorship**

The Gladstone Theatre submitted a request for sponsorship to the BIA Board for 2025. The Gladstone proposed two levels of sponsorship; a \$2,500 level and \$5,000 level. Each sponsorship package includes 10 complimentary tickets per show, a member discount, and inclusion of the BIA logo on print and digital advertising. The Board agreed that The Gladstone Theatre is an asset in the community which drives traffic to restaurants, shops and services on the street.

*MOTION: that the Board approve a \$2,500 sponsorship for the Gladstone Theatre in 2025.*



**Moved by:** Marcus Filoso  
**Seconded by:** Joey Frangione  
**Unanimously approved.**

### **2.3 Second Archway Update**

The structural engineer's report is now scheduled for August 28<sup>th</sup>. Lindsay received four proposals for the transportation study at the new archway location, which have been reviewed by the Archway Committee. The Committee recommended that the BIA proceed with the CIMA proposal. Lindsay is to confirm that this report aligns with the city's requirements and that the proposal includes a contingency amount for follow up questions.

*MOTION: that the Board approve CIMA's Transportation study, subject to the city's approval of the proposal.*

**Motion by:** Steve Moffatt  
**Seconded by:** Marcus Filoso  
**Unanimously approved.**

### **2.4 2024 AGM Date and Format**

Two new dates were proposed for the annual meeting, November 12<sup>th</sup> and 26<sup>th</sup>. The Board agreed that the later date is preferred.

Three potential venues for the meeting were suggested. Steve recommended that the BIA reach out to members who might be interested in or have the capacity to host the annual meeting or other BIA events. The discussion was tabled, with a decision and vote to be conducted via email.

The Board agreed to contact the ANCHOR program about presenting at the AGM.

### **2.5 Italian Festival**

#### **2.5.1 Italian Festival Committee**

This discussion was tabled for next month.

#### **2.5.2 2025 Italian Festival Dates**

The Board discussed the pros and cons of the three potential dates for next year's Italian Festival and Ferrari Festival weekend. Considering the availability of the Ferrari Club, limited police resources, and the timing of Italian Week, the Board agreed to schedule the Italian Festival with Preston Street closures on June 6-8<sup>th</sup>. The Bike Race will remain on June 15<sup>th</sup>, with a road closure limited to the north-end bike race route. The Board also agreed to seek comparative quotes for road closures next year, as the costs associated with closing Preston Street continue to rise.



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

#### **3.1 Social Media and Website Report**

Katy will distribute a social media and website report post meeting.

### **4. Motion to Close the Meeting -**

Motioned by: Tony Zacconi

Seconded by: Shauna Bradley

*Unanimously accepted.*

#### **Action Items:**

- Send out “Call for Fairness” petition link
- E-vote for AGM venue and date
- Lindsay is to confirm CIMA Transportation Study meets the city requirements
- Lindsay is to check with City of Ottawa Legal about supporting Perch’s claim with MTO
- Lindsay to reach out to OCOBIA about Environics footfall data