



**Preston Street BIA
BOARD MEETING
MINUTES**

**Tuesday, October 8, 2024, 10:00 am to 11:00 am
Zoom**

Attendees: Steve Moffatt, Marcus Filoso, Lauryn Santini, Joey Frangione, Tony Zacconi, Shauna Bradley, Jason Anbara, Claudio, Lepore, Houry Avedissian, Lindsay Childerhose, Katy Morassutti

Absentees: Sabrina Mtanos, Daniele Cambareri

1. Confirmation of Minutes, Agenda and Call to Order

1.1 Call to Order

The meeting was called to order at 10:00am by Marcus Filoso

1.2 Approval of Agenda

Approved by: Lauryn Santini

Seconded by: Tony Zacconi

Unanimously accepted.

2. Chairperson's Report:

2.1 Bridge Replacement Update

2.1.1 Little Italy Signs Update

The Board discussed the repair and replacement of the Little Italy overpass signs. In keeping with the BIA's expenditure management policy, Lindsay is to obtain three quotes for fabrication of new signs and report back to the Board.

2.2 Italian Festival

2.2.1 Demo Zone Logistics ROI

The Board discussed FCA Ottawa's letter regarding the Demo Zone costs. FCA Ottawa has requested that the BIA assume costs associated with the set up on Carling Avenue, providing a budget and receipts. Demo Zone costs are expected to be \$55,000 in 2025, dependent on supplier agreements.

The Board agreed that committing \$55,000, or 15% of the annual budget, to a 2-hour event would be fiscally irresponsible and a misuse of BIA resources. While the Demo Zone is a cherished attraction that brings tens of thousands of visitors to Preston Street during the Italian Festival, other aspects of the event have been impacted by limited or constrained funding.



The Board discussed the loss of family activities as part of the event due to a funding gap with partner organizations. This has created a need for the BIA to bring a Kid's Zone to the event, which the Board will need to allocate funding to in future.

Joey raised that the new Ottawa Hospital Civic Campus will impact the Demo Zone going forward.

The Board agreed to allocate \$40,000 to the Demo Zone as a sponsorship again in 2025.

2.3 2025 Draft Budget & Levy

The Board reviewed and discussed the budget and the levy for 2025. The Board will approve the draft budget by e-vote.

2.4 Second Archway Committee Update

The Second Archway Committee will meet next on October 9th. The Chair will provide an update to the Board via email.

2.5 Event Committees

Board members have joined the proposed event committees. Committee members will reach out to selected BIA members to bring them onboard. Selected Board participants are included in the committee terms of reference.

MOTION: that the Board approve the Terms of Reference for the Italian Festival Committee.

Motioned by: Tony Zacconi

Seconded by: Joey Frangione

MOTION: that the Board approve the Terms of Reference for the Taste of Little Italy Committee.

Motioned by: Tony Zacconi

Seconded by: Joey Frangione

2.6 Soccer Field Meeting

A meeting with the Adult High School and the School Board has been scheduled for October 16th to discuss the soccer field.

2.7 City of Ottawa Grants

2.7.1 Research Grant: Environics

The BIA will be applying to the City's Research Grant to help cover 50% of the cost to access the Environics footfall dashboard.

3. Marketing Update:

3.1 Social Media and Website Report

Katy will distribute a report post meeting.

4. Meeting adjourned by Steve Moffatt at 10:45am.



Action Items:

- Quotes for Little Italy signs
- The Board to approve the 2025 Budget
- Lindsay to update FCA Ottawa on Board's decision
- BIA staff to reach out to members about committees