



Preston Street BIA BOARD MEETING MINUTES

**Tuesday, December 10, 2024, 10:00 am to 11:00 am
Zoom**

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

Absentees: Jason Anbara, 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 Steve Moffatt

1.2 Approval of Minutes

Approved by: Lauryn Santini

Seconded by: Joey Frangione

Unanimously accepted.

1.3 Approval of Agenda

Approved by: Lauryn Santini

Seconded by: Marcus Filoso

Unanimously accepted.

2. Chairperson's Report:

2.1 New Board Member Application

The BIA has received a new Board Member application from Sarah McLaren. Sarah represents both La Roma and Trattoria Caffè Italia. She approached the BIA last month with an interest in getting more involved. As all voting member seats are taken, she has sent a letter of intent asking to be considered for a non-voting seat. The Board will vote to elect Sarah via email.

2.2 Boundary Expansion Request

Lindsay shares details of a meeting with public realm and City Councillor's Ariel Troster and Jeff Leiper regarding the new Hickory Street extension just west of the PSBIA boundary. This new, dead-end part of Hickory was put in for the new SOHO Champagne building (2) which has ground floor commercial fronting onto the street. Members of public realm would like to see the BIA activate this area with events and pageantry. To do this, a boundary expansion was proposed.

A map of the BIA boundary is shared with the Board to discuss Hickory Street. The Board agrees that if the BIA were to undertake the two-year process of expanding the boundary, it would be



worthwhile to do a fulsome expansion and incorporate other areas that would make sense to be included as part of the PSBIA.

Lindsay is to meet with Mike Bureau for more information and submit for the City of Ottawa Formation and Expansion Funding program before December 31st.

2.3 FCA Ottawa Response

The Board discussed the FCA Ottawa Demo Zone. FCA Ottawa has indicated that they cannot run the event with less than a \$47,000 contribution from the PSBIA. Board members agree that concerns outlined at the November meeting still stand, however, they decide to keep the Demo Zone in 2025.

The Board requests that FCA Ottawa meet with the BIA, City staff and SEAT, and Beaconlite to discuss the high cost of running this event prior to the sponsorship being issued.

MOTION: to increase the FCA Ottawa sponsorship for 2025 by \$7,000.

Moved by: Steve Moffatt

Seconded by: Shauna Bradley

Unanimously accepted.

2.4 Second Archway Committee Update

The Second Archway Committee will meet on Thursday, December 12th to discuss the BPA Engineer's report for the first archway and discuss a maintenance plan going forward.

2.5 SWCHC HART Hub

The Board discusses Chinatown BIA's discussion of the SWCHC's announcement of a HART Hub. Board members will attend the SWCHC's Town Hall on the HART Hub on December 19th.

2.6 Preston Street Pub Crawl

The Board agrees to proceed with a partnership agreement with Tuesday Club 613.

2.7 2025 Meeting Schedule

The Board agrees to continue to meet online most months with two in-person meetings; one in the spring and fall.

3. Marketing Update:

3.1 Holiday Promotions

Katy shares details about the holiday promotions.

3.2 Social Media and Website Report

Katy will distribute a report post meeting.

4. Financial Report



A summary of the year-to-date financial position is shared with the Board.

5. Meeting adjourned by Tony Zacconi at 10:45am.

Action Items:

- The Board to e-vote for new board member
- Lindsay to respond to FCA Ottawa
- Draft partnership agreement with Tuesday Club 613