



**Preston Street BIA
BOARD MEETING
NOTES**

**Tuesday, February 11, 2025, 10:00 am to 11:00 am
343 Preston Street – Corso Italia Boardroom**

Attendees: Steve Moffatt, Marcus Filoso, Lauryn Santini, Shauna Bradley, Sabrina Mtanos, Joey Frangione, Tony Zacconi, Lindsay Childerhose, Katy Morassutti

Absentees: Claudio Lepore

1. Confirmation of Minutes, Agenda and Call to Order

1.1 Call to Order

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

1.2 Approval of Agenda

Approved by: Lauryn Santini

Seconded by: Joey Frangione

Unanimously accepted.

2. Chairperson's Report:

2.1 Board Member Updates

Jason Anbara and Houry Avedissian have officially resigned from the Board. Sarah MacLaren has decided not to join the Board.

2.2 Demo Zone Update

FCA Ottawa has been informed that the Demo Zone can no longer take place in the same location on Carling due to the construction of the hospital. FCA Ottawa has proposed a new location for this event is on the other side of Carling Ave (east of Preston). They have not requested additional funds from the BIA, but the Board is concerned that this change will result in complicated logistics and potential rising costs.

Lindsay is to schedule a meeting with FCA Ottawa and the Executive Committee.

2.3 Little Italy Signs

Lindsay shares that the Little Italy sign at Carling will be fixed on the archway on Wednesday, February 12th.

The Board reviews the quotes for new Little Italy signs from Graphix2k and JVGDDesign. It will cost approx. \$50,000 to replace two signs on the overpass.



MOTION: to approve an expense of \$50,000 for the replacement of the overpass Little Italy to be applied to the accumulated surplus held with the City of Ottawa.

Moved by: Steve Moffatt
Seconded by: Joey Frangione
Unanimously approved.

MTO has notified the BIA that a new sign support system is needed for the new Little Italy signs on the overpass. The new sign support system redesigned and stamped by an engineer and then built and created. This would cost about \$20,000. Steve will connect Lindsay with Ryan Munden, a structural engineering firm. The Board would also like to see a design that will protect the signs from damage from salt and falling ice on the Queensway.

2.4 Committee Updates

2.4.1 Taste of Little Italy

The Committee met on February 11th. Taste of Little Italy will take place on April 8th at Preston Event Centre. So far, there are 13 restaurants that have confirmed participation and 3 retailers. The Committee is also in discussion with wine distributors for wine/alcohol sampling.

2.5 Boundary Expansion Update

Lindsay updates the Board about the boundary expansion. With the grant funding approved, the next step will be to hire a consultant to conduct a feasibility study for the expansion. Tony is to connect Lindsay with Shore Tanner and Associates for a quote. The BIA will find 2 other quotes for consideration to align with the organization's procurement policies.

2.6 Tuesday Club Social Series

On January 28th, Tuesday Club hosted the first event in its three-part partnership series with the BIA. The event was well-attended, with both veteran and new Tuesday Club members expressing excitement about the partnership. The Tuesday Club will hold another event in early March.

2.7 Sponsorship Requests

2.7.1 Ottawa Fire Services Band

The Ottawa Fire Services Band has asked the BIA for sponsorship of \$1,500 to take a float down Preston Street on Saint Patrick's Day and perform at various pubs. The Board agrees to support the OFS Band, but requests that the float visit all pubs on the street.

MOTION: that the Board approve a \$1,500 sponsorship for the Ottawa Fire Services Band for a Saint Patrick's performance on Preston Street.

Moved by: Tony Zacconi
Seconded by: Steve Moffatt
Unanimously approved.

2.7.2 Ottawa Blues for Youth



Ottawa Blues for Youth has approached the BIA to sponsor their blues musical fundraiser in support of Youth Suicide Prevention. Half of their 2025 event will take place at The Gladstone Theatre. The Board decides against sponsoring Ottawa Blues for Youth considering their agreement with the Gladstone in 2025.

2.7.3 Tulip Festival

The Board reviews the Tulip Festival's sponsorship package.

2.8 Underpass Mural Submissions Review and Discussion

The Board reviews and discusses the underpass mural submissions in detail. It is agreed that, based on the sample provided and examples of past work, that the BIA will work with Style Over Status to further flesh out a potential new design. Lindsay will reach out to Cassandra Dickie to revise her mural concept based on Board feedback, which includes; use of more colour, less realism and to make more specific references to local landmarks.

MOTION: to approve Cassandra Dickie's mural submission and consult with her on updating the design.

Moved by: Lauryn Santini

Seconded by: Steve Moffatt

Unanimously approved.

3. Marketing Update:

3.1 Social Media and Website Report

Katy will send a social media report post meeting.

4. Meeting adjourned by Steve Moffatt at 11:00am.

Action Items:

- Lindsay to book a meeting with FCA Ottawa and the Executive Committee
- Tony to connect Lindsay with Shore Tanner and Associates
- Steve to connect Lindsay with Ryan Munden
- Lindsay to connect with Cassandra Dickie