



Preston Street BIA BOARD MEETING NOTES

**Tuesday, March 4, 2025, 10:00 am to 11:00 am
Zoom**

Attendees: Steve Moffatt, Lauryn Santini, Joey Frangione, Sabrina Mtanos, Tony Zacconi, Claudio Lepore, Lindsay Childerhose, Katy Morassutti

Absentees: Marcus Filoso, Shauna Bradley

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 Lauryn Santini

1.2 Approval of Agenda

Approved by: Joey Frangione

Seconded by: Tony Zacconi

Unanimously accepted.

1.3 Approval of Minutes

Approved by: Steve Moffatt

Seconded by: Joey Frangione

Unanimously accepted.

2. Chairperson's Report:

2.1 Demo Zone Update

The BIA awaits an update from FCA Ottawa on the new Demo Zone layout.

2.2 Taste of Little Italy Update

An update is shared on the planning of Taste of Little Italy.

2.3 Committee Updates

2.3.1 Second Archway

The Little Italy sign on the archway was fixed on February 20th.

The BIA received a third quote for the replacement of the signs. Graphix2k and JVG Design are close in price at ~\$23,000. Sinix has quoted ~\$25,000/sign. The BIA will connect with suppliers to see if there is an opportunity to be price competitive. Lindsay is to report back.

2.3.2 Italian Festival

2.2.3.1 Sponsorships



Lindsay shares the Italian Festival sponsorship package with the Board. This year, there are multiple sponsorship opportunities that range in price from \$500 to \$2,500 and one Kid's Zone sponsor for \$7,500. Lindsay will send the sponsorship package to the Board following the meeting and has asked that each Board member reach out to their contacts for potential sponsorship.

2.4 City Grants

Each year, the City of Ottawa makes three grants available to BIAs. This year, the BIA has applied to and received all three; Mural, Research and Expansion. For the Research Grant, Lindsay proposes to use the funding for an Environics license to access Footfall Data. This data could be shared with members and also used to evaluate the success of BIA events and programs, specifically the Italian Festival.

MOTION: to approve the use of the City of Ottawa Research Grant to apply for an Environics license.

Moved by: Steve Moffatt

Seconded by: Joey Frangione

Unanimously accepted.

2.5 Underpass Mural Update

The Board's feedback was sent to Style Over Status last month following the board meeting and discussion of mural submissions. The artist, Cassandra Dickie, is currently working on a redesign using the feedback provided. A deadline of April 1 has been set to provide the new mural design for Board feedback at the next meeting.

2.6 Special Levy Rates

The Board discusses the existing special levy rate agreements for Sakto and Arnon.

MOTION: that the Board approve the continuation of the special levy rates for Sakto and Arnon in 2025, in accordance with the terms set forth in previous resolutions and agreements.

Moved by: Steve Moffatt

Seconded by: Tony Zacconi

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 10:20am.

Action Items:

- Tony to call JVGDsign and discuss sign pricing
- Lindsay to send out Italian Festival Sponsorship Package