



**Westboro Village Business Improvement Area
Board of Directors Meeting
Thursday, March 29th, 2018
261-A Richmond Road
Ottawa, ON K1Z 6X1**

MINUTES

PRESENT: Dan Hwang (Board Chair), Bill Bourk (Vice Chairman), Rick Morris (Acting Treasurer), Councillor Jeff Leiper, MaryAnne Petrella, Richard Bown, Steve Harding, Molly Van Der Schee, Fiona Mitchell (Councillor's Assistant), Michelle Groulx (BIA Executive Director & Board Secretary), Darren Prashad – Attended by phone

Regrets: none

1. Call to Order

The meeting was called to order at 8:00am

2. Approval of Agenda

Motion/Dan; Seconded/MaryAnne (Carried)

3. Approval of Minutes from February 08th, 2018

To be approved as amended

Motion/MaryAnne; seconded Dan (Carried)

4. Advisement re Pecuniary Interest

There was no pecuniary interest.

5. Treasurer's Report

Rick pointed out some mistakes he had noticed in the operating status report. According to the report total expense is \$492,110 which is 10,000 more than the total expense approved in AGM. 2018 budget was approved with a surplus of \$10,000 which is not outlined in this report. Rick to discuss with City staff. (For details see attached *February Financial Report*)

YTD Revenues are not being recorded yet. 2017 financial Audit will start in April.

Motion to approve Treasurer's Report

Motion/Bill; Seconded/ MaryAnne (Carried)

6. Councillor's Report

The Parking Services 2018 business plan has been approved. Among the items that it is proposing is a review of the governance model for parking. This was a request made by Council of

the department in the wake of the decision not to implement paid parking in our ward. Currently, when paid parking on a main street is warranted via research study, the BIAs, the councillor and community associations have a veto over that recommendation. Last year, city staff noted that paid parking was warranted on Richmond/Wellington/Somerset but did not bring forward a recommendation to implement it, other Councillors asked that the process be re-examined. One potential outcome might be the elimination of those vetos. It is predicted that paid parking will be implemented in few years. The BIA should recognize that the paid parking is inevitable. Jeff suggested looking for new parking technologies for flexible real time-based pricing, such as sensor system to detect street utilization.

Ontario's Main Street Revitalization Initiative: A new funding is available for street beautification, and they are seeking ideas from councillors. Jeff will reach out to city to obtain more information about the program. Michelle to provide ideas for the utilization of the possible funding.

Richmond Plaza motel at site 403: seeking permit for 6-storey mixed-use building with residential and hotel uses. Residents are not concerned so Jeff expect this request will pass easily by council.

Residents of Tweedsmuir are concerned about the increasing traffic on the street.

7. Task Force Updates

a. Parking

City is moving forward with Danforth as potential paid parking.

b. Business planning and development

BIA Office update:

1. We are modifying our existing insurance policy as it does not align with staff contracts.
2. We are renovating office space by repainting the office, changing carpet and change bathroom and kitchen floor.
3. Running a project for earth day, members will sell daffodil pots and proceeds will go to Canadian cancer society.

c. Member Relations (Michelle)

- We are interviewing members, including offices on second floors
- Recent campaign was W.O.W (Women of Westboro), people really liked it.
- We have contacted Cornerstone Housing for Women and Westboro Region Food Bank. They are going to be our official charity partners for Fuse.
- We have set up a Members and Winston Square section in our website.

d. Events

- Michelle provide a quick summary of the Events and Marketing Committees meeting that was held on March 22nd.
- A discussion followed about not hiring Catherine Landry as producer of Fuse 2018.
- MaryAnne said we had intention of hiring her and we reached out to Catherine several times, but she didn't provide a proposal. Therefore, it was decided not to hire her.

- MaryAnne said there was a miscommunication on BIA office's side, because Darren Prashad, board member was not included in discussions regarding Catherine and was not consulted prior to sending out a cancellation email.
- All board members reviewed the proposal presented by Whiskeyjack media for Event Management and Production. (For details See attached *proposal from Whiskeyjack media*)
- A long discussion followed about engaging whiskeyjack Media.

Motion to approve Whiskeyjack media for 2018 Fuse Event Management and Production

Motion moved by/ MaryAnne seconded unanimous (Carried)*

**Jeff Leiper and Darren Prashad abstained.*

e. Street Beautification

- WVBIA is looking to apply for a mural grant. We are hoping to have the grant approved for a mural on the concrete block on the base of hydro tower on Richmond road and Mcrae Avenue. Michelle and Rick are working to get owner's permission – Hydro One.
- Richard has currently 8 planters owned by WVBIA, we need to decide location and utilize those planters.
- We are participating in Cleaning the Capital. Date to be determined.

f. Marketing

- Social media reached has gone up by 10% in last 3 months
- Recent campaigns got a lot of attention
- An increase of 69% has been recorded in followers' engagement as compared to last year.
- Westboro monthly feature insert called "Westboro Villager" will be in the Kitchissippi Times print and digital from May 1 - December 2018. This will result in a reduction for those members who wish to advertise in this insert. The contract will also include quarter page placement in the OBJ and digital space which will be used in part for sponsor recognition of the Fuse Street Festival.

8. Old Business

a. Shore Tanner Update (Rick)

The Small Claims Court has scheduled a second settlement conference. It will take place on April 19, 2018. Rick will attend with our council from Hooper Litigation. (For details see attached *Notice of settlement Conference*)

9. New Business

- Proposed mid year all members meeting:* Board agreed to have a formal mid year members meeting. Our bylaws allow us to call special meeting. Rick thinks this meeting is important because he will be able to share 2017 audited financial results with members. Meeting date to be selected in our next Board meeting.
- People's concern about new smoke shops in Westboro:* Jeff had received a complain about this matter. As a councillor Jeff cannot do anything about smoke shop because they are legal. Provincial law does not ban smoking on the sidewalk. BIA has received complains about Cigar man and Mr. Smoke. Fiona will send Jeff's notes on smoking in public areas

c. *John Rapp to attend board meeting in May 2018 as community Partner:*
Board members agreed.

- Election Related Resources Policy must be changed to make it BIA specific. (For details see attached policy)
Motion to adopt Resources policy to be done via email

Motion to adjourn the meeting/Bill: Seconded/Rick

Meeting was adjourned at 09:57

Next Board of Management Meeting

26 April 2018 at Westboro BIA Office