



Westboro Village Business Improvement Area

Board of Management Meeting

Sept 26th, 2018 at 8:00 a.m.

261A Richmond Road, Ottawa, ON

MINUTES

PRESENT: Dan Hwang (Board Chair), Bill Bourk (Vice Chairman), Rick Morris (Acting Treasurer), MaryAnne Petrella, Fiona Mitchell, Richard Bown, Steve Harding, Molly Van Der Schee, Michelle Groulx, Darren Prashad

Regrets: Councillor Jeff Leiper

1. Call to Order

The meeting was called to order at 8:07 am by Board Chair Dan Hwang

2. Approval of Agenda

Motion by Dan Hwang; Seconded by Richard Bown (Approved)

3. Approval of Minutes from September 13th Mid-year Special Meeting

Moved by Rick Morris; Seconded by Bill Bourk (Approved)

4. Advisement re Pecuniary Interest or Conflict of Interest

There was no pecuniary interest.

5. Treasurer's Report

- BIA is trending under budget for administration expense, on budget for Promenade maintenance and Fuse budgets. As of August 31, we are at 57% of our advertising and promotion budget.
- YTD Supplementary assessment and BIA insurance premium are significantly higher than the budgeted amounts
 - Check with City on what the supplementary assessment discrepancy is
 - BIA insurance premiums were higher this year as notified by the city, and benefits were marked under premiums – this will be corrected by the City
- 2018 budgeted surplus listed under “provision for unseen” was charged to pay \$8,642 to Shore Tanner. This amount will be moved to 2017 budget in city's

post-audit adjustments as indicated in the Auditor's notes in the approved financial statements for 2017

- Remission and Vacancy Rebates General Taxes look unusual as compared to 2017. Anum to follow up with City Staff.

September 13 Special Meeting report:

- 2017 audited Financial Statements was presented to the members and approved.
 - September 13 meeting minutes were shared with the Board
- During the Q&A session in the meeting, David Oikle(Royal Lepage) pointed out that members get access to Financial statements in August which is late. The BIA can push the City to complete the audits sooner, but we don't expect to receive the Financial Statement earlier than August due to the City's internal process; which uses the same auditing company for all BIAs at the same time.
- Communicated debt repayment plan to members. A plan to propose principal repayments of \$10,000 in 2018-2021 by way of budgeting for a \$10,000 surplus over the next 3 years. If we don't need the surplus for expenditures, we will repay the debt.
- A suggestion was made by Pat Stewart (closet Candy) to repay debt with an accumulated surplus. Board treasurer, Rick Morris disagrees as he would like BIA to maintain a reasonable working capital to operate.

Motion to recommend the future Westboro Village BIA Board to budget from 2019 to 2021 an operating surplus of \$10,000. If this is not used for unforeseen expenditures the BIA will make a debt repayment of \$10,000.

Moved by Rick Morris; Seconded by MaryAnne Petrella; all in favour(approved)

Motion to approve a payment of \$10,000 to the BIA debt in December 2018 after a review of November financial report.

Moved by Rick Morris; (deferred to December via email by board chair)

Dr Dan Hwang: If paid immediately, how much would BIA save in interest? **If paid in full right away, BIA can save up to \$20,000 in interest over the remaining term.**

6. Councillor's Report

Jeff Leiper sends his regrets for the meeting. Councillor's assistant Fiona Mitchell provided an overview of current activities in Kitchissippi ward.

- Currently, no new development is underway.
- Sidewalk expansion on Churchill intersection has been completed.
- Exterior renovations for Churchill's Senior Recreation Centre is near completion.

- Summer infrastructure projects are expected to be announced after municipal elections. Widening of Byron, linear and asphalt pave ways from 1.8 meters to 3 meters is expected to start in summer 2019.
- Issue brought forward by board members concerning congestion on Richmond / Churchill intersection post sidewalk expansion. Turning radius for vehicles (mainly OC Transpo bus) has been reduced, hence, vehicles turn very close to the sidewalk which seems unsafe for pedestrians.
 - Fiona to follow-up post-monitoring of the project.
- Issue brought forward by Fiona Mitchell about lack of radio coverage of the tornado updates from Hintonburg residents (possibly with no internet). Westboro did not receive any complaints from residents.

7. Task Force Update

a. Street Beautification (Michelle and MaryAnne)

Westboro Identification Sign:

- A bench and a bin has been placed on McRae Avenue in front of the Otto's parking lot. Planter placement underway for beautification.
- Street Revitalization Grant for \$8,000 has been approved for signs to identify Westboro and Wellington West BIAs. Signs to go above existing street signs on traffic poles in Westboro Village.
- This expense was not budgeted in 2018. However, \$22,500 was budgeted under the line item "Promenade Maintenance" for McRae Avenue beautification. Out of \$22,500, only \$1,700 has been used. This expense can go under that line item, for 2019.
 - BIA is expecting to receive this grant in 2019 contingent to final quotes and estimates to be resubmitted by September 30th 2018.
- Question by Richard: Can the remaining money from Promenade maintenance line item be used for debt repayment? **Yes.**

8. New Business (Michelle)

a. 2019 Tulip festival in Westboro:

- ED, Michelle Groulx proposed becoming a partner with Tulip Festival. To participate, the BIAs is required to plant 250 tulips and install of fiberglass tulips that costs only 50 cents per flower and \$450 for the fiberglass Tulip respectively.
- BIA does not have any event from January to August. Participating in the Tulip festival would fill that gap. The cost for collaborating with another festival is significantly less than a new event altogether. Restaurants can become official restaurants for the Tulip festival. The BIA could commission artists to paint the tulips – creating a visual street scape destination in mid to end of May.

- Feedback:
 - BIAs previous experience in previous years to grow tulips in Westboro didn't go so well. Planting and signage cost can go up to \$3,000
 - Board members Darren Prashad and Steve Harding argued that restaurants can receive significant marketing by becoming official partners of the Tulip Festival.
 - Winston square can be used as photo op and marketed as "Tulip Festival Friendship Garden". Tulips can be planted in the existing space at Winston square. (More information required to decide)

Other suggestions include a Family Day Event in February in collaboration with Dovercourt.

MaryAnne suggested following 2 options:

- involving gardeners in the community (and invite school groups) for spring planting of tulips or other gardening.
- Shop local campaign leading upto Canada Day.

A discussion took place about BIAs Potential partnership with Winterlude in comparison to Tulip Festival. SJAM Winter trail can be promoted via Winterlude.

- Michelle to investigate this option

b. 2018 remaining events: Wickedly Westboro, Light Up the Village

- Wickedly Westboro 2018 is gaining momentum after social media marketing. Programming includes Movie at Avenue Garage, Trick-or-Treating, a bouncy castle from Dovercourt and Pumpkin Carving contest. Real Canadian Superstore has donated 50 large pumpkins for the event. MaryAnne suggested advertising wickedly Westboro in nearby schools and posters in the restaurants and shops.
- Tree lighting Event: we are anticipating a high cost for this event. BIA staff is working to bring the cost down by obtaining more quotes and comparing prices. BIA staff to connect with the church to discuss alternate options.
- MaryAnne suggested considering a different approach regarding 2019 Tree Lighting event to reduce cost i.e Christmas display instead of a tree (the tree being the most costly element of the event)

c. Fuse 2019:

2019 date confirmation:

- BIA members survey and a show of hands during September 13th special meeting with members concluded that Fuse in August is more likely to thrive as

compared to June. Pros and cons of 1-day vs. 2-day event were also communicated to the members. Board's approval required for a final decision.

Motion to keep Fuse Festival a 2-day event in August

Moved by Richard Bown; seconded by Rick Morris; All in favour (approved)

Whiskeyjack Media- event management proposal for Fuse 2019

- A copy of the proposal was provided to all board members for review.
- A discussion followed regarding Whiskeyjack Media's performance in 2018 Fuse. They showed consistency and proposed member engagement portal seems very useful. Board members expressed their trust and satisfaction with Whiskey Jack media.
- A deposit is required for a commitment from BIA.

Motion to approve Whiskeyjack Media contingent to the amount of \$30,000 with 3 payments of \$10,000.

Moved by Steve Harding; seconded by Rick Morris; all in favour (Approved)

d. Ottawa Festival Network Membership:

- The membership comes with many benefits including: participation in job creation Program, online marketing, access to their volunteer database, employee benefits. The membership renewal is coming up in November and should be renewed for 2019.
 - The Board agrees.

Michelle communicated her plan to invest \$2,000 in a double page ad spread for the Winter 2018-2019 LUXE Magazine Edition to alleviate the cost for BIA members. This was approved by the Board.

Motion to adjourn the meeting

Moved by Rick Morris; Seconded by MaryAnne Petrella (Meeting Adjourned at 9:28 am)