

THE WESTBORO VILLAGE BUSINESS IMPROVEMENT AREA

Board of Management – FAQs

What is the mission of the Westboro Village BIA?

The Westboro Business Improvement Area (BIA) is a membership-based, non-profit organization, which was formed in 1979. The Westboro Village BIA is overseen by an elected, volunteer 9-member board of management appointed to a four-year term, along with the Ward 15 city councillor. The BIA is staffed by one full-time executive director who sits as the non-voting secretary of the board, a Marketing Communications, Event and Digital Media Coordinator and a part-time administrative assistant. The BIA represents approximately 200 businesses situated on a 12 block strip on Richmond Road, including Byron, Danforth and Picton Avenues.

The BIA's role is to preserve the character of Westboro, support businesses in the area, and promote Westboro as a desirable place to live, work, shop, play and visit. This is achieved through solid research, strategic decision-making and insightful planning and execution which focuses on streetscape beautification initiatives, innovative marketing and promotions programming, and enhancing business success by working with the numerous stakeholders which make up Westboro Village BIA's community.

What is the history of the organization and the neighbourhood?

The Westboro Village BIA was formed in 1979 and is one of the oldest BIAs in the City of Ottawa. From its humble beginnings as a small, fledgling retail strip, it has transformed today into a vibrant commercial entity which extends for 12 blocks along Richmond Road, from Island Park to Golden, including Byron, Danforth and Picton Avenues. This business Mainstreet features an eclectic mix of almost 200 shops and services which are set within and surrounded by an exciting, trend-setting urban neighbourhood, peppered with historic landmarks, beautiful homes, residential parks and numerous community groups and organizations. Currently teeming with residential and mixed-use development projects, Westboro is one of the most sought after neighbourhoods to live, work, shop and play in the nation's capital.

What are the responsibilities of a Westboro Village BIA board member?

Board members are required to meet once a month to shape policy, make significant decisions with respect to the activities of the BIA, serve as an oversight body for the Membership and ensure the sustainability of the organization. Members also participate on one of the BIA Task Forces, best-suited to their background and expertise.

They also serve as WVBIA ambassadors to help to engage the broader membership and local community on issues that matter to the health of the Westboro business community. Please see the Westboro Village BIA Board of Management Job Description for more detail.

How long does a member serve on the board?

A board member can serve for a four-year term until re-election, whereby he/she may be re-elected to serve another term. If the board member finds it necessary to step down, it is the board's responsibility to replace the member.

What are the long-term goals of the Westboro Village BIA?

The Westboro Village BIA aims to develop, maintain and implement a progressive program based on key strategic priorities. These priorities are centered on good governance, building and enhancing Westboro's positive reputation, ensuring that the area is attractive, safe and interesting to its many customers and visitors, and serving the needs and interests of its membership. By developing healthy working relationships with its many key stakeholders, including the City of Ottawa, the Westboro Village BIA plans to effectively advocate for its membership with a common voice, and create the conditions that will allow local businesses to continue to thrive and be successful.

Why serve as a BIA board member?

Serving as a volunteer board member of the Westboro Village BIA is a rich and rewarding experience. The Board of Directors manages the affairs of the Westboro Village Business Improvement Area (BIA). As a member of the Board, a Director acts in a position of public trust for the membership and community, and is responsible for the effective governance of the organization. While it does involve time, dedication and commitment, it is an opportunity to help shape the direction of the BIA, and share experience on critical issues and influence policy that will help ensure a prosperous future for the area. Most importantly, it is a chance to connect with, and serve your local business community.

If you are interested in participating on the Board of Directors, please contact the WVBIA Office at 613-729-8145 or by email executivedirector@westborovillage.com We invite and welcome you to get involved!

THE WESTBORO VILLAGE BUSINESS IMPROVEMENT AREA

Board of Management Job Description

The Board of Directors manages the affairs of the Westboro Village Business Improvement Area (BIA). As a member of the Board, a Director acts in a position of public trust for the membership and community, and is responsible for the effective governance of the organization. If you are interested in participating on the Board of Directors, the following Job Description will provide you with information on the framework within which the Board operates:

Responsibilities of a Policy Board

- Organizational Operations
- Planning
- Financial Management
- Member Relations/Community
- Human Resources

Responsibilities of Board Members

- Understand mission/strategic focus
- Know the legal requirements of Directors' liability and obligations
- Understand the financial management structure and processes
- Respect confidentiality
- Adhere to the principles of respective communications and conduct between staff and board members
- Arrive on time, prepared to participate in the meeting
- Read all materials received prior to the meeting
- Address the Chair
- If you disagree, disagree with the ideas and motions, not the individuals
- Carefully word your motions, keeping in mind the critical policy decisions of the Board should reflect the interest of all sectors within the membership and the Westboro Village community

Job Description for Board Members

- A demonstrated commitment to the work of the organization
- Knowledge and skills in one or more areas: as indicated on the Board of Management Candidate Application
- Willingness to serve on committees, working groups or related task forces
- Regular/consistent attendance at monthly Board meetings
- Attendance at meetings or assigned committees and public functions
- Present an active and ambassador image to the public in representing all sectors of the organization
- Demonstrate a positive regard for staff relations and best practice governance
- Support and attendance at key public events and announcements

Please print: I, Darren Prashad, agree with the terms above.

Signature:  Date: Jan. 18th 2017

*For more detailed information, or for a Board Candidate package, please call Mary Thorne, Executive Director at 613-729-8145 to be considered for the Board of Management of the Westboro Village BIA, please sign this Job Description, complete the Candidate Application and return both by email, along with a b&w head shot in jpeg format to admin@westborovillage.com

THE WESTBORO VILLAGE BUSINESS IMPROVEMENT AREA

Board of Management Candidate Application

Date

Jan. 18th 2017

Name

Darren Prashad

Business Name

Merit Travel

Title

Manager & Corporate Responsibility Representative

Address

375 Richmond Road

City

Ottawa

Province

Ont.

Postal Code

K2A 0E7

Telephone

613.724.6206

E-mail

dprashad@MeritTravel.com

Type of Business

Travel Agency

Primary Service(s)

Retail, Corporate and Group travel

Please list your current and past board and committee experience.

I sit on the corporate responsibility board with Merit Travel Group. In 2016 we developed and implemented the Merit Travel Group corporate responsibility platform. Champion and liaison with Merit retail branches across Canada in fundraising initiatives for the company's charity of choice - WaterAid Canada

How do you feel the Westboro Village BIA would benefit from your involvement as a member on its board of management?

As a young business professional in Ottawa I know and understand this market and its importance to Westboro. Young professionals are constantly seeking new and exciting local businesses to support and I am confident I can help bring and increase this market in Westboro. I have worked in Westboro for approximately 5 years and have made it my home away from home. I am in touch with the community and its businesses. My colleagues have nicknamed me Mr. Neighbourhood. Our travel company has been part of Westboro for many years so it would be an honour to join the board.

THE WESTBORO VILLAGE BUSINESS IMPROVEMENT AREA

Board of Management Candidate Application Cont'd

Skills, experience and interests (Please select all that apply):

- Finance/Accounting
- Administration/Management
- Governance
- Programming
- Marketing
- Outreach
- Education
- Human Resources
- Policy Making
- Public Relations/Communications
- Special Events, Planning and Execution
- Streetscape Beautification
- Legal

Other Applicable Information:

Please include a short personal biography to complete your application. (200 words)

I have lived most of my 35 years in the Ottawa region. I have worked in Westboro since 2011. Apart from being involved in the travel industry I believe in being part of the community. I do this by not only working for a owner managed and operated family business but I make a constant effort to support local businesses around me. One of my favourite parts of my day is walking the streets of Westboro saying hello and talking with my business friends and neighbours. I have an extensive sales and business background. A few examples being, I have ran and operated a family business, sold wireless solutions both on a corporate and retail side, managed special events for a group of 16 restaurants in the Byward Market. In my spare time I like to embrace my inner foodie by visiting new local restaurants. You may also catching me hiking in the Gatineau Hills.