



**Westboro Village Business Improvement Area  
Board of Directors Meeting  
Thursday, February 08<sup>th</sup>, 2018  
261-A Richmond Road  
Ottawa, ON K1Z 6X1**

**MINUTES**

**PRESENT:** Dan Hwang (Board Chair), Michelle Groulx (BIA Executive Director & Board Secretary), MaryAnne Petrella, Councillor Jeff Leiper, Fiona Mitchell (Councillor's Assistant), Darren Prashad, David Lindsey (BIA Staff)

Regrets: Bill Bourk (Vice Chairman), Rick Morris

**1. Call to Order**

The meeting was called to order at 8:00am

**2. Approval of Agenda**

1.1 Motion/Dan; Seconded/MaryAnne (Carried)

**3. Approval of Minutes from November 30<sup>th</sup>, 2017**

To be approved in via email

**4. Advisement re Pecuniary Interest**

There was no pecuniary interest.

**5. Treasurer's Report**

Board Treasurer, Rick Morris was not able to attend due to a surgery. Dan presented treasurer's report on Rick's behalf. Dan presented an preliminary budget. Westboro BIA Boundary Expansion has been approved. There is a reduction in levy and we need to send out this message to our members in the AGM. Increased budget will be used to address marketing issues. Also, with the increase in the geographical area, more budget is required for streetscape beautification.

Dan thinks that we ended 2017 in a positive income. According to the minutes, we had \$30,000 in surplus revenues for fuse festival. There are several repeated line items in the operating status reports which would lead to misallocation of expenses. Budget needs to be simplified before AGM.

## 6. Councillor's Report

- I. property owners of the Richmond Plaza Motel, have applied to demolish the existing building and build 6-storey mixed-use building with residential and hotel uses.
- II. Domicile has proposed a large 6 story mixed used residential commercial building on Roosevelt behind Starbucks. The site is currently occupied by 3 houses and the proposal entails demolishing those houses. Residents are opposing this proposal.
- III. There is a proposal for construction of a 3-storey residential building with a mezzanine acting as 4<sup>th</sup> storey on 342 Roosevelt Avenue.
- IV. Fendor property owners met Jeff as of yesterday. Ontario municipal board has turned down their initial proposal of 2 towers with 16 and 14 storeys. Instead Ontario Municipal Board has given them permission for 7 storeys building if there is no more than 40% of the building footprint. They will be meeting with community before another application to discuss why their initial plan is better. Construction for the other building will be starting soon. Jeff has finalized a pedestrian plan with them for the sidewalk to make sure it stays accessible. There will be occasional closures for deliveries, but they have on site staff to guide people around closure.
- V. Fiona mentioned that 190 Richmond road construction plan is underway.
- VI. Trailhead building at 1960 Scott Street has been demolished.

**Parking:** Jeff is going to meet with city parking in March. In 2016 Westboro and Wellington west were examined for paid parking. As a result, paid parking was warranted in both Wellington west and Westboro BIA. Jeff explained that Ward councillors, community associations and BIA have a VETO over a recommendation to not implement paid parking. City's policy says that paid parking should be implemented if parking is 85% utilized. Westboro BIA was amenable to have paid parking because it was a foundational condition to have a parking garage. But Wellington west, community association and Jeff were opposed to have paid parking. Jeff anticipates that VETO will be eliminated, and paid parking will be implemented to Kitchissippi ward (based on 2016 parking study). Jeff recommended that Michelle should discuss this matter with Wellington West BIA ED to come up with something more creative and effective like new technology for dynamic pricing or alternatives such as bike racks or public transport etc. Fiona mentioned that they will be going forward with community consultation about paid parking on Danforth Avenue. Jeff said that he will be seen recognized that paid parking is inevitability in the ward during his next election campaign.

**Avenue Garage:** Fiona mentioned that Avenue Garage is operating as illegal paid parking lot and residents are complaining because that's a zoning violation. She is working with bylaws to resolve this issue, but the process might take some time.

## 7. Task Force Updates

### a. Business planning and development

Michelle shared her strategic goals for 2018, which include:

- Build and foster a strong BIA membership
- Increase community Involvement
- Attract Traffic and Business
- Improve Efficiencies/Maximize Resources

She requested a feedback from board and received some suggestions:

Darren thinks that the idea of fostering membership engagement is very exciting, because this element was missing for a long time.

Jeff suggested newsletters for members as well as residents.

MaryAnne expressed her excitement about micro-events at Winston square. She thinks Yoga at Winston Square would be great. She also suggested allocating budget for Winston Square events, so we won't have to rely on grants. Since we have 3 persons staff at BIA office, events can easily be coordinated without having to spend too much money.

Dan suggested listing some examples on how she is planning to implement those goals.

### **b. Member Relations**

Dan and MaryAnne suggested letting members know about new team at the office.

Mary Anne provided an update about members who recently moved out. She is disappointed with property owners who ignored rights of their tenants during a recent renovation of the building. For example, side walk was not accessible to public. Due to which, tenants had lost some business. That building is managed by Colonnade Bridgeport. Owner of GGFL is one of the owners of the building. She said that a lot of businesses on that stretch are having issues with property owners. She thinks there should be some advocacy for tenants from BIA, so in future other businesses wouldn't have to go through such situation.

Fiona added that BIA should be the first point of contact if there is any tenant issue. Jeff said that BIA is advocate for their members to everyone including City, Landlords or community association etc. Jeff recommended letting him know if there's any discussion with developers.

### **c. Events**

#### **Fuse**

Dan said that 2017 Fuse events were successful and consulted attendees if we should continue this year. Darren thinks last year's street fuse event was a success and Catherine did a great job organizing it. MaryAnne agreed with Darren.

MaryAnne suggested keeping "fuse" brand and having 4 pavilions representing 4 business categories i.e. fashion, fitness, family and feast. She suggested reaching out to Catherine Landry with a request of proposal to come back as a producer for 2018 street event. Our request should outline what we would require from Catherine as producer. Board agrees that Catherine can bring a lot of value to the event. Having a formal proposal will help us set our budget for this event. MaryAnne is already in discussion with her. Catherine seems interested in coming back. MaryAnne to circulate her response to the board members, upon arrival. MaryAnne hopes that outsourcing will significantly go down as compared to last year with arrival of new team at BIA office.

We need to decide if fuse is going to be only Saturday and Sunday event or a 3-day event including Friday. MaryAnne asked if we should do a vote at AGM to ask members about there

opinion. Dan feels including Friday would be good for businesses in the area. MaryAnne suggested a marquee setup on Winston square with a small stage and live music.

MaryAnne suggested that board should have a date approved, through motion by email, to decide a final date for fuse. Dan asked if we should keep same dates as last year. MaryAnne mentioned that Catherine had suggested the weekend before i.e. 18-19 August would be ideal as those dates won't conflict with other events and festival happening around city. Attendees agreed with the suggested date.

*Motion to approve by email for 18-19 August, 2018 as final date for fuse street event*

Darren suggested to announce fuse date on social media as soon as confirmed, everyone agreed. He also suggested sharing street closure plan with members well in advance.

Westboro Fuse 2017 debrief report was discussed. For details, see attached.

### **Fuse Fashion:**

Dan mentioned that MaryAnne Played an important role in the success of Fuse Fashion. He asked if we should do fuse fashion this year. MaryAnne thinks that having Fashion event as a component of fuse Street would be a better approach. Independent fashion event might happen in fall, with different name though, if fashion businesses in our membership would show enough involvement to make it either free or a very low-cost event.

### **Mizrahi Event:**

David told everyone about the event where we will receive "Ottawa Life Award for best neighbourhood". The event is hosted by Mizrahi Developments on March 06<sup>th</sup>. Mayor Jim Watson will attend that event.

### **2018 Event Planning:**

Dan suggested doing "Wickedly Westboro" this fall. MaryAnne and Michelle thinks that can be easily achieved within a small budget with lots of social media push and community outreach. A holiday event in church can be planned for 2018. An events calendar should be posted laying out all major event that are planned for 2018.

#### **d. Streetscape Beautification**

**Flower Basket:** Estimates from 3 different suppliers were presented for Flower baskets. This year local suppliers will be preferred that would also help us save some money. Urban Turf will be doing street and flower basket maintenance for us.

MaryAnne is planning to pursue a streetscape beautification project that involves Installation of a landmark at 70 Richmond. That landmark will indicate the start of Westboro Road. MaryAnne will reach out to a local Artist Andrew King for designing.

Benches and Bins for Richmond road are underway.

## **e. Marketing**

David had put together marketing goals for the year. Jeff mentioned that he had noticed great improvement in our social media. MaryAnne feels marketing campaigns in the past had been branded in corporate way and suggested having more community oriented and friendly approach in future marketing campaigns. Michelle suggested doing stories about businesses and places in Westboro to promote community feeling.

## **8. Old Business**

### **a. Office Staff Update**

Dan introduced Michelle Groulx to the board, who joined Westboro BIA as Executive Director on February 05<sup>th</sup>. New team will be introduced to members at AGM.

### **b. Update Julie Beun Reimbursement**

Michelle had discussed it with Rick prior to the meeting. Julie had sent the overpaid amount through a bank draft. She sent us a picture of bank draft that she had sent to City for reimbursement and we have in our record.

### **c. Shore Tanner update**

An amended complain was received by Shore Tanner and Jaye Hooper had drafted an updated defense. Dan expects that we will be able to get a settlement conference.

## **9. New Business**

### **a. 2018 AGM Planning**

Dan suggested end of February for AGM. February 27<sup>th</sup> at 6 pm was decided. Jeff suggested having AGM in a casual environment like at a local restaurant or a pub. MaryAnne and Dan thinks that members needs to see proposed budget prior to AGM.

### **b. 2018 Budget Planning**

Michelle mentioned that we now have 3 persons staff in the office, including a dedicated marketing person, so we won't require as much outside professional services instead compensation needs to go up. After consulting board treasurer, she has decided to reallocate 50% of the budget from professional service to compensations.

Dan asked for comments and recommendations on the budget before we present it to the membership in AGM. Board members are going to have an online discussion about the budget since some board members are not present.

Motion to adjourn the meeting/Dan;

Meeting was adjourned at 09:30

## **Next Board of Management Meeting**

29 March, 2018 at Westboro BIA Office