

**Westboro Village BIA  
2018 Annual General Meeting  
January 9, 2019  
Whispers Pub and Eatery  
249 Richmond Road, Ottawa**

**In attendance:** Bill Bourk (Vice Chair), Rick Morris (Treasurer), Jeff Leiper (Councillor, Kitchissippi Ward), Darren Prashad (Merit Travel), Steve Harding (Xactly Design); Richard Brown (Urban Turf); Molly Van der Schee (The Village Quire), Fiona Mitchell, Michelle Groulx (Executive Director).

Alan Whitten (Huntington Properties); Dave Neil (The Piggy Market); Elizabeth Stewart (Closet Candy); Patrick Stewart (Closet Candy); Gilbert Russell (BRIO); Helen Aikenhead (Three Wild Women); Jamie Brougham (Brougham Promotions); Matt Goglin (The Barley Mow); Melanie Tayler (Neon Skates); Michelle Precourt (Michelle Precourt Career Counselling); Rick Eisert (Royal LePage); Sheba Schmidt (West End Kids); Gordie Schmidt (West End Kids); Jonathan Kardash (Marklyn Management); Paul Williams (Whispers Pub and Eatery); Tracy Williams (Whispers Pub and Eatery); Moe Atallah (Savoy Brasserie); Terry Jaja (Property Owner); David Oikle (Realtor Royal LePage); Kyle Ryc (Bridgehead, Mcrea Ave)

**Guests:** Carol Clemenhagen (Resident); Dennis Van Staaldin (Exec. Dir. Wellington West BIA); Andrea Tomkins (Kitchissippi Times); Karen Johnson (Westboro Community Association); Gary Luddington (Westboro Community Association); Mari Wellman (Westboro Beach Community Association)

**Regrets:** Board Chair Dan Hwang (Westboro Station Dental); Board member Mary Anne Petrella (Canopy and CIEL)

**1. Call to Order**

Meeting was called to order at 5:32 by Bill Bourk (Vice Chair)

**2. Chairman's Welcome**

Vice Chair Bill Bourk welcomed all in attendance

**3. Approval of the Minutes of the 2017 AGM**

Motion to approve the meeting minutes of the Annual General Meeting 2017

**Motion by: Kyle Ryc (Bridgehead McRae); Seconded by Sheba Schmidt (West End Kids)  
All in favour (Carried)**

#### 4. Chair's Report

Executive Director, Michelle Groulx presented the Chairman's Report on behalf of Board chair Dan Hwang. The detailed report is attached.

Some of the highlights

**Staffing:** The arrival of new E.D. has given more consistency and streamlining of operations.

**Community:** Increased our sponsorship in 2019. We donated \$5,000 to Dovercourt for expansion as part of our mandate to be more involved in our community. Developed partnership with Cornerstone Housing for Women and Canadian Cancer Society.

**Events:** Members only events such as Shopify Workshop, networking at E.R. Fisher and wine tasting at Wine Bottega. BIA led events such as Ottawa's Clean Up the Capital campaign; Westboro Fuse Festival; Wickedly Westboro (more people than anticipated – ran out of candies); Light up the Village; Christmas Market at Winston Square; Make-a-Wreath at Barley Mow (in support of Water Aid)

**Streetscape Beautification:** banners, bench, planter as well as a mural by local artist Tara Tosh Kennedy at McRae.

**Marketing:** an exclusive monthly 3-page feature (Westboro Villager) in Kitchissippi Times; group buys in Ottawa LUXE magazine and Jewish Bulletin.

#### 5. Presentation of the 2018 Financial Results

Treasurer Rick Morris presented unaudited 2018 Operating Results. For details, see attached report. This is an unaudited report provided by the City. No balance sheet is provided until the audit.

- **Administration:** The presented operating expenditure was \$302,926 - \$36K over the budget of \$266,610. This is due to the long-term debt principal (\$85,798) payment; a balance sheet item entered here by the City. Actual Admin expenses are \$217,000 instead of \$303K - \$49.5K below budget. This is basically comprised of 3 components:
  - Salaries and benefits: lower by about \$25K;
  - We did not spend the budgeted \$10K contingency;
  - The long-term debt interest expense reduced from \$13,500 to \$4,300 - Another 10K savings.
- **Advertising Promotion and Events:** Budget of \$135K; actual cost of \$121K. This includes all expenses but there is \$12,500 revenue from FUSE Sponsorships. The Promo expenses also include a prepaid deposit of \$10K for Fuse 2019 (another balance sheet item). If we take this \$12.5K and \$10K off, the promo expenditure is \$98,565 versus the budget of \$135K for further savings of \$36.5K. Includes items above (contra revenue and prepaid) as well as considerable savings on Professional Services and outside printing.
- **Promenade Maintenance:** Below budget by \$30K. Main reason – Budget was for streetscape improvements on McRae and we were able to use other street furniture the City had in storage. We only put in limited streetscape components because there is still construction on McRae/Scott.

- **Revenue:** Total revenue of \$506K (exceeded budget by \$14.5K). The grants component was below budget and the supplementary assessments were higher, lower remissions, lower vacancy rebates. These amounts are impossible to budget for – the City just gives us the last 10 years’ record. The vacancy rebate program phased out – no need to worry about this in future.

With higher revenue and lower expenses – instead of a surplus of \$34,000 we actually had a surplus of \$130K (from the \$34K presented surplus we add back \$85,798 debt repayment and the \$10,000 for next year’s prepaid expense).

**Long-Term Debt Repayment:** Because of the size of this surplus, the Board discussed Long-Term Debt at the Members Special Meeting in September, where the 2017 audited financial statements were presented and approved. Talked to members about debt which dates back over 10 years – to be paid off in 2025 with an interest rate of 5.25%. We have been paying this interest through 2008-09-10, etc. when interest rates were significantly lower than 5.25%. (City wouldn’t renegotiate rate). This was the ONLY BIA that had a long-term debt with the City of Ottawa. It was initially discussed to paydown \$10,000 every year from 2018-2022. BIA member Pat Stewart suggested paying the whole thing off. Rick had answered that he didn’t want to do that as he wanted to ensure that the BIA would be left with a reasonable working capital. As year-end approached, the Board decided to pay off. The entire long-term debt and interest; paying \$90,122 in December. Once the audit is done, this will be reflected on audited balance sheet.

Given operating results and balance sheet items – BIA working capital as at Dec. 31, 2018 cash on deposit with City \$158,000. The City’s CPA agrees with Rick’s figures.

Rick looked back at Dec 31, 2014 financial statements – we were \$32,000 in the red. Now we are \$158,000 in the black. Turned around by \$190,000. Members thanked Rick.

## 6. Presentation of the 2019 Operating Budget

Treasurer Rick Morris and Executive Director Michelle Groulx presented the budget for 2019. For details, see attached 2019 budget.

- **Administrative Expenses** – budgeting a reduction in expenses by \$50,000 (19%)  
Two-person full-time staff in office. Decrease of \$27K in staff and benefits expenses. Provided for \$10K in corporate memberships which is higher than 2018. Ottawa Festival Network; Ontario Business Improvement Area Association; Ottawa Business Improvement Area Association; and Ottawa Tourism. (giving us lots of traffic for our events. For exposure in addition to just Westboro.) Other benefits of Ottawa Festival Network include additional volunteers and access to benefits package.

Allowed another \$10,000 contingency for 2019.

- **Advertising, Promotion and Events:** There was no breakdown last year, but this year we have the split – total \$120K in events throughout the quarters/seasons. FUSE was discussed that it would be kept in August. Time to invest in another event in June. This is the additional event shown in budget (spring \$15,000) – no street closure but a sidewalk sale.

Summer promotion – budgeting \$5K revenue – didn't budget anything but raised \$12,500 last year. Hopefully next year will show about \$15,000 sponsorship.

Donations/Sponsorship expense of \$12,000 (previously shown in administration) – agreed to 2 sponsorships so far. First is SJAM (winter trail along the Parkway) sponsorship through Dovercourt and the NCC. Going to put signs and promote a “Warm Up to Westboro” campaign. Sponsorship is more about brand and exposure – putting under promotion makes sense. Second sponsorship: Ottawa Monopoly (game). The BIA has already agreed to purchase Park Place (Bank street got Boardwalk) this game revenue will go to support Do It For Daron, Big Brothers/Big Sisters of Ottawa and other children's charities.

Big Brothers Big Sisters Bowling for Kids in March – see packages – Westboro vs Wellington West challenge has been made.

Sum of advertising/promotion expense is \$210,000 (up \$85K from 2018 – 55% increase). This is almost as much as budgeted for admin. Very different from previous years.

Professional services increased – we have to do a new website. Current website was hacked – Malware was put on just before FUSE. Investing in advertising in other areas besides Kitchissippi times; i.e. Ottawa Business Journal, going to be investing in content writing and social media.

- **Promenade Maintenance:** budget down about \$11,500 (14%) main area is street beautification along McRae. Signage – BIA applied for main street revitalization grant from province of Ontario and we are getting funding, so budget line item almost zeroed out. Will also be doing new banners and traffic box wraps (help prevent graffiti).
- **Revenue:** Total expenses budgeted for 2019 is \$504,000 – Revenue (grants revenue is down slightly from 2018 budget but up from 2018 actual which was \$14,500.) We budgeted similar numbers as last year for supplementary assessment and remissions. Vacancy Rebate is zero because this program has phased out.

## Q&A

- Member Dave Neil, Piggy Market asked about remissions – ridiculous amount from City. Board Treasurer Rick Morris explained that we shouldn't budget zero even though remissions were almost 0 in 2018. Budget increase in levy taxes is 0.71%. He showed last 10 years levy record of Mount Pleasant BIA, Toronto. Their levies suddenly went through roof. Commercial value properties linear – levies not well planned out. Wants to see levies linear also.
- Member Kyle Ryc, Bridgehead asked about newspaper advertisement and how is that not under Advertising and Promotion? Also, website is not a new topic. How much have we spent on website in recent years? Executive Director Michelle Groulx said Kyle was correct it is not under professional services- explained that newspaper advertisement is budgeted under advertising and promotion-general marketing line item. She also explained that BIA will be doing an RFQ for website. Existing website was built in 2015 and its not in a fixable state; the company that built it thinks it can't be fixed in current state without breaking the website– and has not responded. Predecessor (E.D.) or previous staff did not know how to update website so outside services were required for small content updates that added up to a lot of money (skill sets for web content management were lacking historically).
- Jonathan Kardash, Marklyn Management: What is main reason besides salary reduction for \$130K surplus? Also going forward, is the levy going to escalate, or can it be reduced?

Rick Morris explained that Admin expense lowered by \$50,000; advertising lowered by \$36,500; Promenade maintenance lowered by \$30,000 and revenue higher by \$14,500. Due to BIA Expansion, 2018 levy was approx. 25-30% lower from 2017 on individual tax bills. Levy should creep up – in Board Treasurer's opinion – as long as new Board stays on top of this – to ensure it's linear. As McRae expands out, more buildings come into the BIA catchment area – commercial tax base increases and levy falls again. Loblaws issue resolved in 2017 – they are paying full levy.

**Motion to Approve the Westboro Village VIA proposed budget for 2019 as presented. Motion by: Dave Neil (The Piggy Market); Seconded: Kyle Ryc (Bridgehead McRae) All in favour: Carried.**

### **General Discussion- Plan for 2019:**

Michelle referred to the Westboro Village BIA Strategic Plan for 2018-2020. Reviewed the plan and asked for questions re: current year plans. For details, see attached plan.

## Q&A Open Discussion

➤ Dave Neil, Piggy Market: Concerned that we are focusing too much on summer (FUSE etc), but hardest time as retailers is the winter. We need to focus more adv./pro. On Winter (Jan/Feb). Michelle Groulx: BIA will promote “Warm up in Westboro” -focusing on food, outdoor gear. Also, due to sponsorship, Westboro will be featured at the SJAM trail during Winterlude on February 2; which is anticipated to bring in a couple of hundred families. Use the trail to drive people to Westboro the rest of the winter. In “Warm up in Westboro”, the plan to is feature different businesses daily.

➤ Sheba Schmidt, West End Kids asked if there’s a spot for an outdoor rink? Michelle:

Not sure, but the SJAM trail is getting a lot of media attention.

➤ Kyle Ryc, Bridgehead: has there been any effort into organizing things around PokemanGo example? Michelle: someone approached her to do “Escape the Road” – going into businesses in Westboro. PokemanGo is a good example – brings families with kids. Pokeman Go locations are mostly public art installations. We could solicit public (artists) to design the traffic box wraps. Would love to do more public art. Artist is responsible for maintaining art in place. (5 year contracts). Churchill mural is fading but past the 5 year contract – we will review the cost to restore.

➤ Dave, Piggy Market- can we get recycling bins on street? Jeff Leiper invited Member Dave Neil to attend budget consultation – mayor to attend. It is a question of resources. Council must be willing to use resources. City doesn’t want to spend operating costs. Waste strategy review coming up with City Council.

➤ Wellington West (Dennis) – next round of street furniture will be multi-stream recycling bins.

➤ Molly, The Village Quire- snow removal – no snowplows near buildings; look into more volunteer program? Friendlier to step from street (without falling). Seniors need to be lifted over the bank. Plows through pathways that retailers have started. Snowplow should be 2 widths allowing minimal accessible access. Call 311 to complain about snowplow.

➤ Sheba Schmidt: People can’t get out of car because of partition and snow accumulation. Richmond Road a mid-block crosswalk is needed – many close calls. Would like this to be included in the 2020 budget (City)...too late for 2019.

## **7. Board of Management Election 2019-2022**

A notice of election was sent to the 68 property owners in July 2018 for the 106 properties within the BIA. The BIA posted the notice of election on Facebook, LinkedIn, Kitchissippi Times, Ottawa Business Journal, email newsletter, and the Westboro Village website.

The Board of Management comprises of 10 members - 2 members of regional government, the balance are BIA members in good standing.

The candidates for the Board of Management term 2019-2022 are:

Molly Van Der Schee (The Village Quire)  
Steve Harding (Xactly Design)  
Richard Bown (Urban Turf)  
Rick Eisert (Royal Lepage)  
Darren Prashad (Merit Travel)  
Sheba Schmidt (West End Kids)  
Alan Whitten (Huntington Properties)

**Motion to approve all Board Candidates to serve on the Westboro Village BIA Board of Management.**

**Motion by: Gordie Schmidt (West End Kids); Seconded by: Terry Jaja (Property Owner All in favor (Carried)**

## **8. Presentation to Outgoing Board Executive**

- BIA Board executives Dan Hwang, Bill Bourk and Rick Morris are retiring from the Board
- Michelle Groulx and Councillor Jeff Leiper presented outgoing board with award for gratitude and recognition of their volunteer service to the Westboro business community

## **9. Annual General Meeting Conclusion**

**Motion to adjourn the 2018 Annual General Meeting.**

**Motion by: Kyle Ryc (Bridgehead McRea Ave.); Seconded by Terry Jaja (Property Owner) Carried**

The meeting was adjourned at 6:51 p.m.