



Westboro Village Business Improvement Area

Board of Management Meeting

April 25, 2019 at 4:30 p.m.

261A Richmond Road, Ottawa, ON

MINUTES

PRESENT: Molly Van Der Schee, Rick Eisert, Steve Harding, Richard Bown, Darren Prashad, Councillor Jeff Leiper, Fiona Mitchell, Michelle Groulx

Regrets: Sheba Schmidt, Alan Whitten

1. Call to Order

The meeting was called to order at 4:33 pm by Board Chair Molly Van Der Schee

2. Approval of Agenda

Motion by Rick Eisert; Seconded by Daren Prashad (Approved)

3. Approval of Meeting Minutes

Motion by Richard Bown; Seconded by Rick Eisert (Approved)

4. Advisement re Pecuniary Interest or Conflict of Interest

There was no pecuniary interest.

Board chair Molly Van Der Schee mentioned that City requires BIA to disclose all related party transactions most notably transactions with BIA Board members. She reiterated that Board members should avoid suggesting anything that translates into gaining any business from the BIA.

5. Treasurer's Report (Alan Whitten)

- Board Treasurer Alan Whitten was unable to attend. He sent over a financial reporting memo. Board members were provided with a copy of the memo.

Treasurer's Memo:

- WVBIA staff have subsequently made adjustments concerning employee benefits which had not been entered by the City. The organization

shares the cost of the benefits with our two employees, therefore the net amount (benefit expense less the amounts paid out).

- The Spring Festival number was incorrectly entered. The amount shown, \$5,088 was a Fuse expense so should have appeared under Summer Festival, rather than Spring Festival. WVBIA staff will correct this.
- A large proportion of expenditures are incurred later in the year for festivals and promotions.
- 2018 financial audit is underway by the City of Ottawa. WVBIA Board members will be required to approve these financial statements by e-vote in June/July.

6. Executive Director's Report

Street Beautification:

- Urban Turf's team has started street maintenance, Winston Square has been set up for spring. As per our partnership with Tulip Festival we have planted 500 tulips on Winston Square and Westboro Station. Urban Turf staff to maintain Tulips.
- Waiting from City regarding Westboro Village street signs.
- Our street banners to be upgraded, concepts to be finalized soon for final printing.
- Mural and Architectural Design grant has been approved by City. The grant will cover the 50% of our expected expenses for traffic box wrapping:
 - 9 images are licensed from Michelle Valberg. The license is good for 5 years. Images were shared with Councillor Jeff Leiper, approval has been obtained.
 - We are hoping to have work completed before June 1. We are planning to do an event to kick off for this outdoor exhibition. Event to be named "Nature Walk in Westboro."
 - BIA is responsible for maintenance of traffic boxes; we have 5 years license for art work but some funds must be allocated towards maintenance of vinyl wraps (wear and tear).

Marketing:

- Our new website is scheduled to go up on April 30.
- Ottawa Home Magazine advertisement for members has just been completed.
- We will invest in the Group buy ads in Ottawa Luxe Magazine again this year. BIA received positive feedback from members about Ottawa Luxe magazine.
- BIA has hired Mary Anne Petrella to do flat lay series for Shop the Look themes.

- Andrea Tompkins will do more blogs as soon as new website is ready.
- Board member, Steve Harding – Are we able to allocate left over creative services budget(6k) towards a video? Videos bring lots of traffic to the website.
- Michelle explained that as per our policy we will have to do RFQ process for the video. The staff do not have the capacity to strategize on video for the near future. Ideas for the video include Michelle Valberg's photography on our traffic boxes, Winter events and Christmas 2019.

7. Councillor's Report

- There are 2 prominent developments coming up on eastern area of BIA catchment.
 - First one is 89 Richmond Road, the proposed development is a 6-story building with spa in the basement and first floor and residential apartments on the other floors. Councillor Jeff Leiper thinks that the only point of contention would be parking as they are not proposing any. Proposal is not expected to go for a vote until the end of the year. Since the plan has commercial element BIA should access the plan and give some feedback. Open house will be held soon, Fiona to send details.
- The second development is 70 Richmond Road, the heritage gas station. It used to be owned by Main and Main and they proposed a drive-thru coffee shop, but the idea was turned down due heavy traffic problems on Island Park Drive and Richmond Intersection. Main and Main portfolio was purchased by Trinity. An open house will be hosted. It's been used as car lot. The heritage status makes it hard to obtain approval for developments. 3 different options are being proposed:
 - 9 Stories with the retention of the heritage gas station but the gas station will be moved forward on the lot.
 - 8 stories building without gas station, with some step backs.
 - 7 stories with significant step back on the east and north of the condo building that will be built.
 - all 3 proposals include a coffee shop. Open house will be held in May. 3 concepts will be shown to community for feedback. Fiona to circulate details about the open house.
- Mizrahi will be commencing construction this summer. The construction will impact traffic. Fiona to circulate construction management plan. This construction is expected to be completed in 1-1.5 years. Fiona will send us details about Pre-construction meeting.
- Concurrent constructions on 1946 and 1960 Scott Street starting this summer.
- Curling club will sell to a developer for a building with an integrated curling club.
- 6-story apartment building is being proposed on Byron Ave. and Churchill (near the big orange tree). They are also proposing public realm area. BIA can investigate the public realm proposal to see if there is an opportunity for us.
- A lot of policy studies happening, the major being Official plan refresh, R3R study and Westboro Infill study.

- The Parking Study Consultation Group will present to Council and update asking for the current Veto to be removed to proceed with recommended outcomes from paid parking studies. Paid parking was recommended in Wellington and Westboro. A study was done in last term of council. We reached threshold of 85%. Due to veto of Councillor and community association and residents the paid parking was not implemented.
- Eastbound Bus station number 11. Seniors complained about bus stop being far from the Churchill's Senior Centre. OC Transpo agreed to put another bus stop near Works Restaurant. Works doesn't seem happy as the bus stop might affect their patio.
- Board member Steve Harding inquired about the abandoned building on northeast side of Churchill/Richmond intersection.
- That property is owned by CLV Group – They are looking to build residential apartment building. They haven't proposed a specific height. Councillor Jeff Leiper had indicated to them that traditional 6-8 story zoning is very important, so their proposal better fall within with 6-8 story restrictions.
- BIA will put Fuse signs removable decals on Churchill intersection building. The cost to BIA is \$650.

8. New Business:

- **Lease Termination Update**

Board member Alan Whitten and Rick Eisert will meet the land lord in the last week of April to discuss lease termination/renewal.

- **Procurement Policy Motion**

Motion to Approve Westboro Village BIA's updated Procurement Policy as presented
 Moved by; Rick Eisert, Seconded by Steve Harding; All in favor (Approved)
Councillor Jeff Leiper abstained from voting

- **2019 Event Calendar** - Board Chair Molly Van Der Schee shared the event calendar.

Meeting Adjourned at 5:30 pm