



Westboro Village Business Improvement Area

Board of Management Meeting

March 21, 2019 at 4:30 p.m.

261A Richmond Road, Ottawa, ON

MINUTES

PRESENT: Molly Van Der Schee, Rick Eisert, Steve Harding, Richard Bown, Sheba Schmidt, Alan Whitten, Councillor Jeff Leiper, Fiona Mitchell, Michelle Groulx

Regrets: Darren Prashad

1. Call to Order

The meeting was called to order at 4:35 pm by Board Chair Molly Van Der Schee

2. Approval of Agenda

Motion by Rick Eisert; Seconded by Steve Harding (Approved)

3. Approval of Meeting Minutes

Motion by Sheba Schmidt; Seconded by Rick Eisert (Approved)

4. Advisement re Pecuniary Interest or Conflict of Interest

There was no pecuniary interest.

5. Treasurer's Report (Alan Whitten)

- We are still early in the year, financial report provided by City looks okay and there's nothing concerning.
- Councillor Jeff Leiper added that newly formed OCOBIA is pushing City to provide a more effective format for the financial report.

6. Councillor's Report

- Jeff invited board members if there are any questions.
- ED Michelle shared the feedback that has been received on social media about jaywalking in Westboro. She asked about the possibility of implementing a pedestrian cross walk between Roosevelt and Churchill

- Board member Sheba Schmidt mentioned pedestrian safety concerns on the street. Board members suggested a pedestrian walkover in front of MEC.
- Jeff mentioned that the likelihood of City-funded crosswalk is zero. Other options include Pedestrian Crossing Program but there are 2 other high priority areas involving children road crossing areas.
- Jeff mentioned Section 37 benefits can be investigated as a potential source for funding. Section 37 refers to the section of Planning Act which allows the City to ask for benefits to construct, fund or improve facilities when a development requires a Zoning By-law amendment.
- 1950 Scott development will produce some section 37 funds, but Councillor Jeff Leiper plans to put those funds towards affordable housing project.
- City has certain amount of money for pedestrian crosswalk and in this ward the next pedestrian cross over is going to be at Tweedsmuir/Byron.
- Board member Sheba Schmidt asked if a petition from residents would help. City does take the petition but getting the budget is hard. This term the budget for crosswalk is only 3% so chances are slim.
- Alan- is there any local improvement program? Can we localize it to the block? If residents are willing to pay extra in taxes?
- Jeff- A consultation with residents can be done if they are willing to pay some extra in taxes for local improvements. Councilor can then take the recommendation to the city, but Jeff is not in favor to do that because this case is very localized.
- 2018 Churchill side walk widening program (intersection modification) was redone last year.
- BIA is not undergoing any official expansion with the city for a while; It's a very lengthy and expensive process. A study must be done before applying for expansion. City offers a grant to offset the cost of study. Since Westboro was granted an expansion in 2017, we are not sure if City grant will be available to us so soon.
- The Granite Curling Club (2026 Scott street) want to keep the curling rink and operations. They are taking proposal for possible development. The owner of

2090 Scott Street is proposing a re-development plan that includes residential units, offices and commercial units. We are not expecting the development to start right away.

- A bus detour is planned to come in approx. 2 year for phase 2 of O-train.

7. Executive Director's Report

Street Beautification:

- Urban Turf has won the Street Maintenance project after the RFQ process.
- The grant application for Traffic Boxes Wrap has been submitted and we are looking for quotes.
- We are unable to do flags in Westboro, we have short poles in Westboro which do not fulfill the requirement for snowplow clearance. The messaging on our banners is dated, we will only be replacing the banners using the same hardware – as budgeted
- Urban Turf has some planters in storage, we should utilize them.
 - The approval for right way to place them on the street is very hard to obtain from City. Private properties do not require permission from City.
 - Alan Whitten mentioned that Starbucks and Pharmasave located on Berkley/Richmond intersection can be used for placing planters. Alan Whitten is the property owner. Alan to reach out to Pharmasave and Starbucks if we can place planters on their store fronts.

Marketing update:

- Ottawa group buy add is closing tomorrow. It's an opportunity for members to advertise their businesses for a very low price.
- Creative services contract has been given to KarmaDharma Agency. Board member Steve Harding offered to provide feedback to creative services and website development projects.
- Andrea Tompkins from Kitchissippi Times is writing blogs for us, and so far, we have received great response from readers. Traffic to our website has been increased.
- Board members think BIA's social media is doing very well.

- We will have a marketing and communication employee from Job Creation Partnership through Ottawa Festival Network. JCP is funded by Ontario Works. The BIA will pay only administration fee which is about \$1,000 which is already budgeted. Amy Millen, begins in April. She has worked at Byward Market BIA previously. Her role includes helping with marketing, social media and connecting with members in person.
- Board member Steve suggested investing in social media marketing campaigns in addition to print and radio marketing. Board Members should also be resharing BIA posts to increase exposure.
- Big Brother Big Sisters charity event on Winston Square on May 5
- June 1 and 2 will be Shop the Village event.
- FUSE Street Festival - \$2,500 has already been generated in outside vendors sales. Jake is working to book entertainment acts.
- Main stage to go again at Roosevelt Ave. Jake to inform Tubman Funeral well in advance.

Operations:

- We are planning to end office lease. Board member Rick Eisert is tasked with finding us better lease.
- Rick: Lease agreement is vague, doesn't specify parking.
- There are opportunities to move to better places within our budget. We can discuss with landlord about leaving early.
- It's better for us be in an office building in the hub of the Westboro. Most of our events happen in Winston square, so it's better for us to be close to Winston square from logistical point of view.
- Domicile space is very suitable as per our need, as it's very close to Winston Square.
- Increase in rent every year is unjustified and there is no cap to the increase for commercial property. Rick Eisert suggested that we meet with the owner. Anum to arrange a meeting.

New Business:

- Our procurement policy has not been updated for many years. The policy is very dated and due to the low amounts, involves the Chair and Board at operational levels that are not required. Michelle obtained a copy of Glebe BIA's procurement policy which was recently updated.
- Michelle to draft a new policy like Glebe BIA. We will have a motion to approve new policy in the next board meeting.

a. Motion to adjourn the meeting

Moved by Rick Eisert; Seconded by Richard Bown (Meeting Adjourned at 5:30 pm)