



Westboro Village Business Improvement Area

Board of Management Meeting

November 29th, 2018 at 8:00 a.m.

261A Richmond Road, Ottawa, ON

MINUTES

PRESENT: Dan Hwang (Board Chair), Councillor Jeff Leiper, Bill Bourk (Vice Chairman), Rick Morris (Acting Treasurer), MaryAnne Petrella, Richard Bown, Molly Van Der Schee, Michelle Groulx, Steve Harding (joined via phone)

Regrets: Darren Prashad, Fiona Mitchell

1. Call to Order

The meeting was called to order at 8:05 am by Board Chair Dan Hwang

2. Approval of Agenda

Motion by MaryAnne Petrella; Seconded by Molly Van Der Schee (Approved)

3. Approval of Minutes from October 29th Board Meeting

Motion by Rick Morris; Seconded by Bill Bourk (Approved)

4. Advisement re Pecuniary Interest or Conflict of Interest

There was no pecuniary interest.

5. Treasurer's Report

- City has provided most up-to-date financial report which covers BIA financials as at November 28th, 2018.
- YTD Financials show a substantial surplus because administration expenses have gone down significantly, marketing expenses are lower than budgeted.
- Y/E 2018 Projected expenses include the complete debt repayment; as a result, it shows a lower surplus as compared to YTD November 28 Operating Results report.

Proposed 2019 Budget Specifics:

- 0.71% increase in the levies, to assure a steady increase in the levies instead of sudden unreasonable bump in future. Rick recommends future board to increase levy a little bit every year.

- 19% reduction in Administration budget. Proposed reduction is due to less full-time staffing with only ED and Support staff on payroll. Professional Services line item will account for the outsourcing of contractual staffing (if required).
- \$10,000 will remain budgeted under “Provision for Unseen” for contingency.
- 55% increase in Advertising, Promotion and events.
- A breakdown for the events has been provided: \$80,000 for Summer Promotion, \$10,000 for Fall Promotion, \$15,000 for Winter Promotion and Spring Promotion each.
- Donations/Sponsorships moved under Marketing from administration section. ED Michelle Groulx elaborated 2 key donations BIA has planned for 2019. Sponsorship of the SJAM Winter trail at Kitchissippi woods which is part of Winterlude and Ottawa Monopoly which supports charities Do It for Daron/The Royal Ottawa, Big Brothers Big Sisters. Board’s approval has already been obtained via email.
- Reduced Promenade maintenance expense from 2018. Last year, we budgeted for improvements of McRae Avenue. The improvements were implemented at a savings – WVBIA street furniture inventory was used for bench and bin installation.

Board Member, Steve Harding requested further clarification for \$80,000 for Summer Festival. ED Michelle Groulx explained that \$80,000 is allocated to Fuse Street Festival, specifically. Acting Treasurer Rick Morris added that \$5,000 have also been budgeted in the revenue section for the sponsorship monies expected for Fuse Street Festival.

- The proposed Administration and Marketing expenses budgeted are almost equal in amount – which is a great difference in comparison to 2018 where administration cost was \$266,610, exceeding marketing which was budgeted at \$135,000.

Debt Repayment:

- The City has provided a payout statement showing the total amount owing. It was received on November 27th.
- As of last year, we owed \$85,797.82 and the accrued interest from December 2017 up to the end of 2018 is \$4,324.80. The total amount due to pay is \$90,122.62. However, \$13,500 was budgeted in 2018 for annual interest repayment so the incremental amount to be paid is the \$76,575.92
- After paying off the \$76,575.92 a surplus of \$38,970 is projected at the end of 2018. This will be applied as working capital.
- This year we paid a deposit of \$10,000 to Whiskey Jack Media for the Fuse Street Festival 2019. That amount is shown in the operating expense report as an expense (summer event). For the 2018 audit, this amount will be listed as a Prepaid Expense to the 2019 budget. Rick will look at the draft audited statement, to make sure that \$10,000 is moved to 2019 Operating Budget.

Motion: For Westboro BIA to payoff the entire outstanding long-term debt (principal amount and interest payment) which we currently have with City of Ottawa as at December 31st, 2018, at the end of December 2018.

Seconded Bill Bourk; All in favour (approved)

(Councillor Jeff Leiper Abstained from voting)

Budget 2019 specifics, continued:

- Board Member MaryAnne Petrella questioned if the street banners replacement has been accounted for in proposed budget (as she requested in the October 25th Board meeting).
- ED Michelle Groulx explained that \$8,000 is inputted under signage for designing and printing of street banners (if existing hardware used). This is in addition to the miscellaneous budget allocated to 'Westboro Village' street signs where the BIA has been approved for up to \$8000 grant to install. The grant line-item is accounted for in part in the revenues section (\$4000)
- Professional Services-under marketing shows \$40,000 for rebranding and design, which also include expense for a new website.
- Board Treasurer Rick is fairly confident that this budget will result in a surplus at the end of 2019.

Motion: For approval of the proposed Budget 2019 as presented at Board Meeting dated November 29, 2018 with projected 0.71% increase in levies.

Seconded Bill Bourk; All in favour (Approved)

(Councillor Jeff Leiper Abstained from voting)

1. Councillor's Report

- The new City Council, elected in October, will be sworn in on Monday, December 3.
- The 2018-2022 Governance Review report was tabled November 28th. The governance report recommends the Committee structure for the 2018-2022 Term of Council and includes amendments to various policies, by-laws and procedures. If this is approved, there will be three deputy mayors.
- It is expected that Mayor will propose a 3% tax increase for each of the next 3 years. 1% of which will go towards infrastructure – which will benefit Westboro with improvements to streets and sidewalks.

Rick Morris inquired about the Unsworth property on McRae that has recently been sold. BIA is interested in knowing the breakdown between Residential and commercial (office and retail) development as this location lies within the BIA catchment.

Councillor Jeff Leiper to recirculate the information.

- Board Member Richard Bown asked if there is plan for additional water park in Westboro? Jeff will review and directed to Kitchissippi Park Plan online
- A Zoning By-Law Amendment application to permit a 20-storey Residential building at 1950 Scott St in Westboro. An open house will be hosted on December 6th.

Chairman Dan Hwang thanked all Board Members for their time and commitment to Westboro Village BIA as board members for the term ending November 30, 2018.

Motion to adjourn the meeting

Moved by Rick Morris; Seconded by Bill Bourk (Meeting Adjourned at 8:45 am)