



**Westboro Village Business Improvement Area**

**Board of Management Meeting**

**February 21, 2019 at 8:00 a.m.**

**261A Richmond Road, Ottawa, ON**

**MINUTES**

**PRESENT:** Molly Van der Schee, Rick Eisert, Darren Prashad, Steve Harding, Richard Bown, Michelle Groulx,

Sheba Schmidt and Alan Whitten joined via conference call.

**Regrets:** Councillor Jeff Leiper, Fiona Mitchell

**1. Call to Order**

The meeting was called to order at 8:05 am by ED, Michelle Groulx

**2. Approval of Agenda**

Motion by Molly Van Der Schee; Seconded by Darren Prashad (Approved)

**3. Presentation on BIA Board Governance - Michelle Groulx**

ED, Michelle Groulx presented a brief presentation about BIA Board Governance. BIA code of conduct was circulated among board members.

**4. Elect Board Executive for Term 2019-2022**

3 Board members have come forward as candidate to become part of BIA executives.

**a. Molly Van Der Schee – Board chair**

**Motion:** To elect Molly Van Der Schee as the Chair of WVBIA Board of Management for term 2020-2022

All in favour (Approved)

**b. Darren Prashad – Vice-Chair**

**Motion:** To elect Darren Prashad as the Vice Chair for WVBIA Board of Management for term 2020-2022

All in favour (Approved)

**c. Alan Whitten – Treasurer**

**Motion:** To elect Alan Whitten As the Board’s Treasurer of WV BIA Board of Management for term 2020-2022

All in favour (Approved)

**5. Advisement re Pecuniary Interest or Conflict of Interest**

There was no pecuniary interest.

**6. Treasurer’s Report**

- ED Michelle Groulx shared 2018 financial report with the board members. This report is provided by City of Ottawa.
- \$10,000 payment to WhiskeyJack for the 2019 FUSE event is moving over to 2019, reflected on balance sheet.
- The L/T debt principal repayment of \$85,798 will be relocated to the Balance Sheet, so that the 2018 surplus of \$129,173 will be reflected in the Operating Status Report.
- January 2019 financial report has been provided by City. Total spending in January 2019 was \$29,757.00; majority in salaries, sponsorship, lease and graffiti removal.

**7. Councillor’s Report**

Councillor Jeff Leiper was not able to attend the meeting due to sick leave/health issues.

**8. Executive Director’s Report**

**a. Street Beautification Update**

- BIA has received funding of \$8,000 from City of Ottawa for Main Street Revitalization. It’s a 2018-2019 grant and funds must be utilized before the end of 2019. \$2,000 have been used up for the Mural on McRae Ave. Remaining \$6,000 to be spent on street signs. “Westboro Village” signs will go under the existing street signs from Island Park Drive to Golden avenue on all main intersections. BIA is waiting on quote for Street signs from City of Ottawa. As per funding agreement with City of Ottawa these signs can only be produced by the City's Sign and Pavement Markings Unit. Anum to Follow up.
- An RFQ has been sent out for Street Maintenance. Board Member, Richard Bown’s company “Urban Turf” has also been invited to bid.
- BIA is applying for Mural and Architecture Design Grant for traffic boxes wraps. BIA reached out to Michelle Valberg for Art Design of traffic boxes and she is excited to be a part of this project.
- Our existing street banners replacement was planned for 2019 and is included in our budget.

## **b. Marketing Update**

- RFQ for Website Re-development has been sent out. Companies in Westoro Village are invited to put forward a quote including board member Steve Harding's employer Xactly Design. As per our policy a quorum of board members is required to make a decision for project based contracts. Michelle will share proposals with board members (not including Steve Harding or Richard Bown for their respective proposal) for a final decision.

## **c. Advertising Update**

- BIA will incur the price for a double page spread in Ottawa home and Ottawa Magazine to promote Westboro Village. BIA members to be reached out to see if they are interested in advertising. Only 8 spots are available on first come first serve basis. BIA will subsidize the cost of advertising. Both magazines are very popular. Ottawa magazine has huge following on social media.

## **d. Sponsorship & Promotions Update**

- BIA will receive 10 board games as part of Ottawa Monopoly sponsorship. As sponsors we have an option to buy more. Michelle suggested buying 10 more board games which can be used as giveaway prizes for our fundraising events and promotions. They can also be used for FUSE Street Festival and christmas campaigns as incentives for coming to Westboro for shopping. Board members Agree.
- Dovercourt requested for a \$500 sponsorship for wrapping of their van. In return, BIA's logo will be printed on the van. We have a strong partnership with Dovercourt and their vans are used often for BIA events.
- Ottawa Gymnastics Club sent over sponsorship request. They organize meets twice a year which brings hundred of families to Westboro Village. There are 2 levels of sponsoship, \$2,000 or \$5,000 option. BIA has budget for it. Michelle to circulate the sponsorship request letter to board members for approval.
- Ottawa Festival Network: A Social Media and Communication person will be coming on staff through Job Creation Partnership Program starting April 1<sup>st</sup>. We will have the person until the end of October to help and support all our events including FUSE Street Festival. Job Creation Partnership is fully funded by Ontario Works. Total cost to the BIA is \$35 a week to Ottawa Festival Network for the administration of JCP Program; this was forecasted in the budget.

## **e. Events Update**

- BIA's Event Committee Meeting was last week. Sheba Schmidt, Darren Prashad and Molly Van Der Schee are also members of Events Committee. Minutes will be circulated soon.
- BIA will be doing an International Women's Day celebration at Gazellig Restaurant for members.

- *June side walk sale* - Date decided to be June 1-2 same time as Ottawa Community Garage Sales. Events committee has decided to call this event "Shop the Village". Event visual identity to be made, we will be making shopping bags with coupons supplied by members. BIA to reach out to property owners for parking lot access. Since there will be no street closure most of the funds will be used for marketing.
- *FUSE Street Festival* - August 17-18, Members feedback suggests fewer but high-quality acts for main stage, some suggestions include "Sloan", "Road Apples" and "Dueling Pianos". Event producer to book acts and update members to avoid any duplication. Michelle has suggested a roller rink with the collaboration of Neon Skates (a new business in Westboro) at Richmond/Churchill intersection. At night, roller derby will be transformed into disco night skating.

#### **f. Operations**

- Our Lease term is expiring 2020. Lease dates back to 1999. Some funds were invested in the office renovation last year. Following is the breakdown Office Furniture \$1,087 (BIA); Paint \$1,684 (property); Carpet \$1,933 (property). Previous board member Bill Bourk had taken on the BIA office lease negotiation and duties/tasks. Michelle requested a task force to be led for the office lease by the board. Board member Rick Eisert volunteered to lead this task and investigate options to decide if the lease should be extended or the BIA Office moves.
- **Ottawa Council of BIA (OCOBIA)**. A Board of Director is forming at OCOBIA. Michelle has been discussing with other members to be a candidate for the transition board. She will be required to attend monthly meetings if on the board. OCOBIA provides a central point of communication, collaboration, guidance and influence between the BIAs and various City of Ottawa departments. Michelle to share strategic document that was done for OCOBIA.

#### **9. New Business**

- A different time for board meetings should be considered. Councillor Jeff Leiper has had conflicting meetings at Wellington West BIA previously. BIA to conduct a poll to figure out which time works best for board members. Options being 4:00pm, 4:30pm or 8:30am.

#### **General Discussion:**

- Board member Steve Harding asked for an update regarding WhiskeyJack's progress in regard to FUSE Street Festival. Michelle had a meeting with event producer Jake Naylor to discuss all aspects of FUSE. He is within the timeline mentioned in his contract. Darren Prashad suggested "Jerry Cans" to be booked for an act.
- We Don't have a marketing committee this year. Marketing is part of our strategic plan and anything outside that is not budgeted for. BIA has approached Andrea Tompkins for content writing for our website which will help with our SEO.

**g. Motion to adjourn the meeting**

Moved by Darren Prashad; Seconded by Steve Harding (Meeting Adjourned at 9:30 am)