



Westboro Village Business Improvement Area

Board of Management Meeting

September 26, 2019 at 4:30 p.m.

261A Richmond Road, Ottawa, ON

MINUTES

PRESENT: Molly Van Der Schee, Steve Harding, Darren Prashad, Fiona Mitchell, Michelle Groulx, Alan Whitten

Regrets: Sheba Schmidt, Richard Bown, Councillor Jeff Leiper

1. Call to Order

The meeting was called to order at 4:30 pm by Board Chair Molly Van Der Schee

2. Approval of Agenda

Motion by Rick Eisert; Seconded by Alan Whitten (Approved)

3. Approval of Meeting Minutes of June 20, 2019

Motion by Darren Prashad; Seconded by Alan Whitten (Approved)

4. Advisement re Pecuniary Interest or Conflict of Interest

There was no pecuniary interest.

5. Treasurer's Report (Alan Whitten)

- Expenses are tracking well and there are minimal variances from the budget. Perfectly acceptable. All expenses from FUSE have been inputted.

6. Councillor's Report:

- Not a lot to cover for Councillor's report
- LRT is now open, and an overview of Scott Street and detour information will be coming.
- Michelle had mentioned the MPMS (Municipal Parking Management Strategy) updates and impending Transportation Committee meeting that will put forth the proposed removal of the new paid parking "veto" – where the BIA, councillor, and

community associations have the right to veto a municipal decision to implement paid parking.

Executive Director's Report:

Street Beautification

- We received our grant funds for the traffic box wraps
- The Westboro Village street signs are being installed by the city starting today, with installation scheduled to be completed by October 2
- The BIA has issued an RFQ for the hanging baskets (Spring 2020) and will be required to issue another RFQ for the street maintenance (2020) – but that is not going out until Feb/March 2020
- As we decided at our previous BOM meeting, we investigated lighting trees throughout the BIA, instead of the church. There are issues:
 - Not trees everywhere – the tree density stops at Kirkwood.
 - Trees near electric wires – where lights cannot be installed
- An alternative is being investigated – using lighted snowflakes along the road, where the flags are hung – having both up until March. BIA staff will get proposals
 - Darren suggested the possibility of purchasing this as we will be using them over the years. Alan, agreed as we have the funds to do so at this time. The BIA staff are investigating rental vs purchase options.
- Fiona mentioned, if there are resources available, if the BIA could support the tree lighting at Roy Duncan park. This will be discussed and reviewed to see if there is an opportunity.
- The Churchill mural 2020 survey has been completed – 118 respondents – majority from Kitchissippi, as desired. Michelle will circulate the survey results to the Board, Jeff Leiper, Westboro Community Association and Westboro Beach Community Association. An RFP and call for proposals will be the next step after the survey result view.

Marketing Update

- Amy has been hired on as part-time staff as the JCP staffing ended. She will be working at the BIA office 15 hours per week until December.
- The BIA, as planned, has purchased a double page ad in LUXE magazine for the Winter issue. 8 spots were available for members at a deeply discounted rate – these are now booked.
- The BIA will be reviewing the Westboro Villager insert in KT and determining continuation or changing advertising
- Salus Ottawa presented a donation/sponsorship opportunity to the BIA for the sponsorship of Salus to be featured on An Hour To Give on 1310 news early 2020. This is a special fundraising vehicle that would help Salus raise funds. Michelle said she would circulate the information.

Events Update

- The FUSE 2019 budget was circulated at the meeting
- Michelle discussed that the budget was adjusted to add \$8000 that was not used in Shop the Village – and acknowledged that the BIA should invest more in Shop the Village next year, as many retailers had positive feedback about it.
 - The BIA will have to issue an RFQ for the event management for FUSE – this should take place in December 2019/January 2020
- Michelle discussed dates for Shop the Village and FUSE Street Festival – FUSE is confirmed at August 15-16, 2020.
- Shop the Village proposed date of June 13-14 will be verified through a survey; along with other event related questions like street closure, entertainment and timing/days.

Operations

- The BIA is moving offices October 9 and will be updating everything!

Motion to adjourn: 5:28 p.m.

Motion by Molly Van der Schee; Seconded by Steve Harding (Approved)