



Westboro Village Business Improvement Area

Board of Management Meeting

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

Barley Mow Restaurant, 399 Richmond Road

Minutes

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

REGRETS: Richard Bown, Sheba Schmidt, Jeff Leiper

1. Call to Order

The meeting was called to order by Chair Molly van Der Schee at 4:37

2. Approval of Agenda

Motion by Darren, carried

3. Motion to approve the October 26th meeting minutes

Motion by Rick Eisert seconded by Steve Harding, carried

4. Advisement re: Pecuniary Interest or Conflict of Interest

No pecuniary interest or conflict of interest

5. Treasurer's Report – (Alan Whitten)

- The budget is tracking well on budget with very small variance

6. Councillor's Report- Presented by Fiona

- Scott street detour – lots of conversation around this and how it will look when it starts to be implemented.
- An application has been submitted for 270 Scott St, the old Weight Watcher's site for a 23 story building.
- Jeff Leiper will be hosting a fire pit at the Light Up the Village event at Winston Square.

7. Executive Director's Report

- Thank you to Fiona and Jeff Leiper's office for providing the contact to CLV regarding 327-331 Richmond Rd.
- The WV BIA will receive the full funding for the street signs from the Main Street Revitalization grant



- The WVBIA has been in touch with OZ Drewniak, president from CLV, the company representing the building owners of 327-331 Richmond Rd in regards to updating the window decals on the building. The company is willing to put toward funds; however, the investment will not be too large because the company is looking to demolition in a year and ½ half from now.
- The contract with Karma Dharma ended November 11 of this year. The WVBIA did squeeze in one final design of the gate way sign which was installed November 20th.
- The gate way sign costs can be reimbursed from the Main Street Revitalization grant.
- There is some money still left in the budget under creative services for 2019, The WVBIA office would like to use this money for the creative design of the window decals for 327-331 Richmond Rd. Installation will have to wait until spring as the install requires a base temperature of 10C.

Motion to use unused creative services funds for building wrap design by 2019 bid firm.

Seconded by Darren Prashad & Rick Eisert and approved by the board

November 30th – Light up the Village

- Lois Wraight – recently passed away, she was the driving force behind the fundraiser for Parkdale Food Centre at the Churchill Senior Centre.
- All the fundraising activities inside the Senior Centre support Parkdale Food Centre and all the food collection outside of the Senior Centre supports the Westboro Regional Food Bank.
- The WVBIA office has received \$500 cheques for each charity from the City. Molly van Der Shee will present a cheque to the Westboro Regional Food Bank at the Light Up the Village ceremony on the 30th.
- The Makers Market has been moved inside to the Churchill Senior Centre.
- Jeff Leiper’s office is hosting a fire pit with smores at Winston Square.
- Member participation is to have a collection box inside their store, a poster (pdf) has been circulated to the members to use with a box for food collection.
- Next event for the WVBIA is the “Shop the Village”. A survey to the members, has determined the date of May 30 - 31st, 2020. Non street closure is preferred. Same hours as last year preferred.



A board member asked for specifics: how many members responded to the survey and the count for the street closure.

Details of the survey:

- 23 members responded
 - 10 no street closure
 - 9 responded street closure from Roosevelt to Churchill
 - 5 responded with street closure from Churchill to McRae.
- The WVBIA office feels this is not enough response to warrant a street closure.

A board member asked how many members received the survey

- there are currently 327 members subscribed to the mailing list

A board member asked if we used Mailchimp & what is the open rate

- The WVBIA does use Mailchimp
- the average open rate is 35-40%.

Motioned by Alan Whitten to approve date of Shop the Village as May 31 2020. Seconded by Steve Harding – approved by the board

- The WVBIA office is seeking approval for the full year contract with Edible Ottawa. 6 full page insertions from January to November. Communicating Westboro Village as a dining destination but not specific to one restaurant.
- A board Member asked how this will be done without focusing on a specific restaurant.
- Michelle responded by featuring one dish per issue and using a call to action of coming to Westboro ie Get Warm in Westboro there are many Places to Enjoy (not the exact language that will be used) and click on the link for more info. The link is trackable through Google Analytics.
- The magazine is print and online – cost is \$13,800 for the entire year. Booking is required now to be in the January issue - \$2,300 now which is available in the 2019 budget.

A board member asked who gets this magazine other members chimed in and said the market for the magazine is the same readership as Ottawa Life Magazine.

The board members want to know how this advertising can be measured and want to strategize about content.



A suggestion was made for the board to create a sub-committee for further discussion of the ad space and planning of the content.

Motioned by Steve Harding to approve the advertising contract with Edible magazine for 2020.

Seconded by Darren Prashad – approved by the board

8. New Business - Budget and Strategic Plan 2020

- From the SWOT analysis exercise during our previous session, the Strategic plan has been created. The plan has 4 main pillars. Michelle spoke to some areas of interest and changes from last year's plan.

Build and Foster a strong BIA Membership

- The work plan includes organization of quarterly member networking and learning events and was discussed at the strategic planning meeting. Michelle has reached out to Adrian Salamunovic as a possible speaker for the AGM. Harley Finklestein was tabled as well and Michelle agreed she can ask with him. A board member proposed David from David's Tea. Michelle wants to ensure a speaker's content is relevant to all members. Adrian Salamunovic is a published author, owner of Canvas Pop & DNA 11 a multi-entrepreneurial and will speak to how to get free PR as per his most recent book.

Increase Community Involvement

- The gateway mural is the largest public realm enhancement the WVBIA is currently working on, expecting to be completed summer 2020
- Giving to designated charities is in the plan but the desire is to have the entire membership actively get involved with chosen charities

Attract Traffic and Business

- To the entire WVBIA region not to specific business. It is the members responsibility to do their own individual advertising
- The mural and window decals on the building at Richmond and Churchill, people don't only come just to see these installations. They stay for more.

Maximize Resources and Financial Long-Term Sustainability

- This pillar been changed from last year it was Optimize Resources.
- Michelle has been asked by the City what is the plan for the reserves and the response is: when LRT comes, the WVBIA will expand our territory of marketing – Scott Line – with creation of a gateways and additional signage. Undetermined as to what this will



be as of right now. We are saving because we know our reach needs to expand and these funds will be used to pay for this.

Fiona asked if advocacy should be added to the work plan? Some clarification was offered by the member by suggesting the WVBIA might want to advocate for the region regarding large scale city changes.

- Michelle agreed and brought an issue to the table for the board members. Parking will be come an issue very soon. There are limited spots for staff parking and the current zoning for commercial properties in Westboro is they are not able to utilize their parking spots outside of their tenants or own business. Westboro Village is already facing a major staff parking issue with full day parking scarcity and there will be an increase of people living and working here in Westboro. We need places for people to park especially staff. At least until the LRT is here.

A board member suggested advocacy on the big issues can be advocated by OCOBIA. The feeling is the board must decide where to prioritize their time and on what issues as it is not the responsibility of the WVBIA staff to advocate for the members as the WVBIA will continue to exist however the staff members will move on. A member asked should there be an advocacy committee composed of board members? Michelle agreed this was a good idea.

- The strategic plan will be amended to include Advocacy.

Motion by Molly van Der Schee to approve the strategic plan 2020 as amended to include Advocacy. Alan seconded – approved by the board

The 2020 Budget – Comments are from Alan Whitten - Treasurer

- Budget is strong. Allan asked Michelle to put notation where the budget has changed and where there are large variations. It's important for the members to be aware where there are increases and why.
- Revenue is about the same just slightly higher.
- The \$10,000 for unforeseen has been removed. With \$129,000 in reserve the City will not be ok if the unforeseen budget line item remains. The City may have objection to the reserve, but they must be aware, the reserve is relatively recent as compared to previous years of debt and the rationale is the reserve is for the LRT station that is coming and the creation of a gateway and flexibility to do big things in the future.



- One of the options when you have a big reserve is to lower the assessments and collect less from the members, but you want the organization to be sustainable. The reserve could evaporate over the next few years because of what will be needed to support the region with the LRT station coming, and could lead to the BIA coming back asking for higher assessments. This was discussed but not adopted.
- The BIA was in major debt until last year 2018.

A board member wondered how the general marketing budget line was broken up.

- ✓ Michelle explained the various media used in the budget; newly including OBJ. If we are positioning to build and foster a strong BIA membership our focus should be on business to business; and Westboro Village as a great place to work. Michelle has not committed to anyone listed in the budget notes, they are just ones who have approached her. If something different comes along Michelle will consider their offer.

Motion by Alan Whitten to approve the 2020 budget, Seconded by Molly van der Schee and approved by the board.

9. Motion to Adjournment by Molly van Der Schee and Rick Eisert seconded

Meeting was adjourned at 5:37