



**Westboro Village Business Improvement Area
Board of Management Meeting
June 17, 2021
Zoom Meeting ID: 837 8047 9163**

MINUTES

In attendance: Alan Whitten, Erin Crowell, Molly van der Schee, Judy Lincoln, Sheba Schmidt, Fiona Mitchell joined the call mid-way through.

Regrets: Jeff Leiper, Rick Eisert, Tara Hamilton, Sharon Bosley House

Call to Order: 9:04 am

Approval of Agenda – There was no quorum therefore agenda was not approved. A general discussion was pursued.

Approval of the May 13th, 2021 - The May 13th, 2021 meeting minutes will be circulated by email with a motion for approval.

Advisement re: Pecuniary Interest or Conflict of Interest: None

Treasurer's Report by Alan Whitten

No Surprises. Expenses are not out of line with expected spending.

Judy L. added: The BIA office will spend more of the promotion budget later in the year. We will book some of the magazines where we subsidize the ads. \$3000 was spent in May on gift cards for the Shop the Village promotion. Next week, there will be purchase of gift cards for the patio promotion.

Councillor's Report

Jeff Leiper was not in attendance. Fiona joined mid-call and took questions.

Judy L. asked: Do you know how the application is going for the property at Churchill and Richmond? What a potential timeline could be for demolition/construction?

Fiona M. responded: CLV is getting closer to finalizing their date with the Planning Committee. Approvals will happen this season and the earliest construction would begin is next season.



Executive Director's Report by Judy Lincoln

Rooftop Vandalism

We have been working with the community police officer, David Seba from Quelque Chose and property owner John Pagliaro regarding the ongoing rooftop vandalism at 379 Richmond Road. In 2019, is when the rooftop vandalism began, and it has increased in the past year to include over \$5000 in property damage to furniture, umbrellas, and the building. John has installed new 8ft fencing which does not seem to deter the vandals from accessing the rooftop.

Other rooftop patios have noted evidence of activity on their rooftops but no vandalism. There has been rooftop activity from teens, and one staffer at a pub admitted the kids in the neighborhood all like to get on the rooftops and run along them.

We will be reminding all members in the newsletter this week to ensure any rooftop access is secured as people may use their roof to access neighbouring buildings. The community officer has also requested that anyone who has evidence of access to roof tops file a police report online for trespassing.

Ottawa Festival Network Conversations

We have been following the information on festivals quite closely, including with the Ottawa Festival Network. They are surveying members to see what their plans are, and the survey did not fit the model we have for an open street festival, that is the primary function of our organization.

In conversations with them, they are hoping to put together a group of others like us, who host large, un-ticketed events, where contact tracing would not be possible. Some of the concerns I raised with them and they will seek for more information on:

- What is happening for un-ticketed events?
- Liability and updated waivers for volunteers
- Increased costs for public health guidelines
- Sponsorship availability for smaller events

Additionally, for FUSE we rely on the ability of businesses to animate and program their space. It will be difficult to know what the capacity of our businesses will be, and how they will be able to animate their outdoor space. We will also spend some time this fall speaking with businesses new to WVBA about it.



New Bench Installations

We have been looking at placemaking and street beautification and heard from the city there are six additional benches we could have installed this year. We are working with them to have one bench relocated and 6 news installed.

We have requested the bench by Kiddie Kobbler and Dairy Queen be moved in front of All Saints church, as there is often a line in front of both those businesses, plus a postal box and bike racks. The goal is to reduce congestion along this area and there is seating at Winston Square the public can use.

New benches will be added:

- 111-119 Richmond Road – by Strawberry Blonde Bakery and 9 Round. Two new benches as there are currently no benches in that block.
- 300 Richmond (at Eden) – Three new benches and a realignment of one, to create to seating areas that face each other. Wellington West has created these types of conversations areas and we would like to give this a try as well.
- 339 Richmond Road – Outside Cloudforest Coffee as the sidewalk is wider, and there is no seating.

New Openings

WEDEL opened May 21st.

Mario Oumo is now open.

Kitchenalia has successfully relocated to the corner of Wynona & Richmond.

All the ROW patios are now open and running bringing a lot of life to the street.

Businesses Leaving

The regional manager for Running Room advised they will be closing in July. They are subleasing the space and the lease is up.

Legacy Auto will be relocating out of the BIA.

Blythe Academy is relocating to Lansdowne Park.

Shop the Village & Summer Patio promo

The Shop the Village was a successful virtual campaign during COVID, encouraging people to support their favourite shop throughout the three weeks.

On Monday we will begin summer patio giveaways. \$50 to each patio, twice a week on Mondays and Wednesdays. This campaign should wrap up by Labour Day weekend.

General Discussion

Sheba S. shared her experience of reopening Westend Kids to instore shopping and the reaction the public had to the new policy. The policy asked for proof of one vaccination for instore



shopping to protect staff and children under 12 who may be shopping with their family in the store. There was much negative and offensive backlash from the public leading to comments on Reddit.

Judy L. shared the BIA had put messaging on social thanking people for coming and shopping and also for kindness and patience as businesses reopen and navigate the new reopening restrictions and safety protocols. The Board liked this and asked for the BIA to continue with this type of messaging and requested a JPG with messages of kindness and patience in the upcoming newsletter for the businesses to post on their social platforms.

Fiona M. offered Sheba the opportunity to speak with Jeff Leiper about what happened.

Molly van der S. requested in the fall if there could be a rotation of who leads the board meeting.

Judy L. also asked the board members on the call to consider over the winter if they will stand for re-election for the next board term. We are one year away from the end of the current term, and it would be good to know if the BIA office needs to begin putting feelers out for new candidates when forming the board for the fall of 2022.

Adjournment 9:42 am