



Westboro Village Business Improvement Area

Board of Management Meeting

May 13, 2021

Zoom Meeting ID: 837 8047 9163

MINUTES

In attendance: Alan Whitten, Erin Crowell, Fiona Mitchell, Molly van der Schee, Judy Lincoln, Rick Eisert, Tara Hamilton, Sheba Schmidt

Regrets: Sharon Bosley-House, Jeff Leiper

Call to Order: 9:06 AM

Approval of Agenda was motioned by Sheba Schmidt, seconded by Erin Crowell. No opposed the motion was carried.

Approval of the April 8th, 2021, meeting minutes was motioned by Erin Crowell and seconded by Alan Whitten. No opposed the motion was carried.

Advisement re: Pecuniary Interest or Conflict of Interest: None

Treasurer's Report by Alan Whitten

Not much to say at this time as there has not been many expenses. Currently not over budget and right on schedule.

Councillor's Report: Jeff Leiper was not able to attend.

Fiona Mitchel was in attendance and available to take questions from the Board. There were no questions from the board at this time.

Executive Director's Report by Judy Lincoln

City Council Motion on Sick Leave

The general consensus on the OCOBIA call is that businesses want to support staff in healthy living and not coming to work when sick, but most small businesses and medium businesses are not in a position to pay for sick leave, due to the pressures of the pass year and shrinking margins.

After the OCOBIA call yesterday, Michelle will be drafting a letter and outlining OCOBIAs position and asking BIAs to endorse the letter.



Judy has requested the board to send their feedback to her by email.

Break Ins and Vandalism

We have had three incidents that we are aware of. The windows were broken as Pietro's was closing. No entry, just projectiles through every window. Bite This has been broken into twice. The first time no signs of forced entry, and theft of cash, the second time damage due to forced entry and inside, no cash on premises to be stolen.

Judy reach out to community police to see if there has been a rise in break ins.

Professional Development Days

Both Tara and I have participated in OBIAA recent Professional Development days. A strong theme has been placemaking, and marketing, and how all of these activities need to be reimagined not just for COVID but beyond. The Canadian Urban Institute has also been running webinars on placemaking, and how it can all be reimagined. The quote from yesterday that stayed with both of Tara and I, "A properly done community strategy is an economic strategy."

Alan W. asked for an expansion on placemaking?

Judy L. It is partially street beautification and more about creating spaces for people to meet and gather. Examples in Ottawa are the Glebe BIA – Glebe's letters or Hintonburg's letters are also benches.

Placemaking as defined by [Wikipedia](#): Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.

Recently Tara and Judy walked the boundary of the BIA to work on a street audit. The audit was to determine locations for activations and placemaking in advance of the first street beautification sub committee meeting set for May 19th. The Street Beautification committee chaired by Erin Crowell also includes Greg Doyle, Operations Manager from Domicile, Julie Landriault, Store Manager from Unplugged Cannabis Co., Tara Porter, Marketing Director from Pokoloko. Sheba S. requested to be included.

Shop the Village

We have just started the second week of the promotion and are trying a few new things, including Instagram takeovers by business members for Instagram Lives, and sending pre-written posts for additional entries on their accounts. The goal is to increase followers to both the BIA accounts and the business members. We are spending some promotional funds on social media boosts and ads, and some on the graphic design work to support the campaign. The tentative plan has been a patio promotion for the summer and will move to put it in action once there is an announcement about patios opening.

We have also started the Behind the Business blog series which is included in the Whiskeyjack contract. It is a chance to feature businesses on the second floors, and new businesses opening the area.



Let's Bike Team

We have heard from a number of businesses that staff are cycling more under COVID. To help build community we have started a Let's Bike Month team. (which was previously known as Bike to Work Month). As an incentive we will be purchasing a \$10 Bridgehead giftcard for everyone who joins and have a \$100 gift basket for a member to win at the end of June. We would encourage everyone to join. Many of our members are already avid riders and we want to help build the community with each other. Last year Fjallraven had a staff team so we are working with them to open it to all members.

Additionally, we partnered with Let's Bike to offer their virtual course on Extending the Cycling season, it is part of their virtual series and is being offered towards the end of June.

We would love to have all of you join the team if you enjoy cycling. Cindy the manager at Fjallraven is definitely setting the bar for the rest of us.

Westboro Beach Community Association Mural

We have been approached by the Westboro Beach Community Association. They are working with Ottawa Community Housing, and wider neighborhood and have engaged two students to install a mural along a heavily used pedestrian path. They only have costs related to paint, and had hoped to get the Paint It Up grant but were unsuccessful. They have approached us for funds. They have raised \$1500 of \$4000 needed.

I would like to recommend we use \$500 from our sponsorship funds to support this community initiative. The Board agreed to give \$500 to Westboro Beach CA for the mural.

New Businesses

We have been in contact with Mario Badr from Mario Oumo, who will be opening as soon as provincial regulations lift. We have also spoken with the team at Revelle Bridal who are relocating from Wellington West to the GGFL building. They plan on opening in July.

The team at Wedel have been delayed in opening due to the vandalism as Pietro's was closing. The property manager is hopeful the window company can get the glass in quickly for replacement.

The announcement on our social media last week of Kitchenalia relocating to the larger space previously occupied by Tiggy Winkles has been very well received, and they are aiming for a mid June opening at the new location.

There are two tenants in the GGFL building we are waiting on introductions to from Colonnade Bridgeport. We have had one introduction to a new Domicile tenant and waiting for the next lease to be finalized for the next introduction. We have rumours from neighbors, but nothing confirmed about who is opening.

The areas with multiple vacancies are now concentrated around Island Park and the new construction at Scott and McRae. There are a few other vacancies throughout.

Sheba S. shared West End Kids is leasing the building behind her existing store front and is opening a retail outlet. Opening date is in July.

As an ongoing practise moving forward the BIA office will be notifying all tenants of any development updates in close proximity to their businesses and properties. All adjacent tenants



to 404 Eden have currently been notified. There is a construction page on the Westboro Village website in the members section to keep the members informed of current projects.

<https://westborovillage.com/members/construction/>

Alan asked if the construction would begin soon for Churchill and Scott?

Judy responded, The pre-construction meeting was in April. The big impact is the construction traffic moving up and down Churchill. There is no allowed use of Winona or allowance to blocking Scott. They don't expect there to be a lot of vehicles based on the type of excavation, it is rock. There will be a few trucks an hour. The construction company is a member of the BIA.

Sheba asked if FUSE is happening and if not what are we doing? Have any dates been proposed for next year.

Judy responded no Fuse this year, we will continue with the virtual campaigns. So far no dates have been chosen and said the board would have to decide in the fall at budget time. Right now Judy has been researching what non-ticketed events will look like next year. Hoping to have information by the end of summer as to what festivals will look like as the business reopens. There is a lot of liability issues around volunteers and keeping them safe. How do you include in the fine print for volunteers you are assuming the risk and you cannot come back on us if you contract COVID. As it stands right now, no one wants to be the first festival to dip their toe in the water.

Sheba suggested a sub committee would be helpful to start planning for FUSE 2022.

New Business by Judy Lincoln

Date for the September special meeting the Board liked September 14th with a start time at 8:30 /9:00.

The City BIA Governance Policy and By-laws

The task group of city council members and OCOBIA have presented the draft of the new governance documents for BIAs. At this point we do not need to do anything with them. We will be asked to pass them at our AGM in January. The feedback from Bryan Simpson is that they could be passed as is or with minor changes, but changes shouldn't be needed.

I have read through them and they appear to be standard governance documents, and I am going back with more detail. Our current constitution and by-laws were accepted and passed by members in 1995, and we have expanded since then, and now exist in an amalgamated municipality leaving them woefully out of date.

There is no action needed at this time other than review.

Molly asked if this document would be circulated to all the members of the BIA?

Judy responded yes 30 days before the AGM.

Adjournment: 9:49 AM **Motion from Rick Eisert and seconded by Erin Crowell**