



**Westboro Village Business Improvement Area
Board of Management Meeting
September 23, 2021**

Zoom Meeting ID: 837 8047 9163

MINUTES

In attendance: Alan Whitten, Erin Crowell, Molly van der Schee, Judy Lincoln, Sheba Schmidt, Rick Eisert, Steph Chevalier-Crockett joined the call mid-way through.

Regrets: Jeff Leiper, Tara Hamilton

Call to Order: 8:34 am

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

Approval of the June 17, 2021 Meeting Minutes was motioned by Erin Crowell, 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

Overall, under spent in some areas and over in others. Many of the large expenses are still to come.

Alan asked Judy to update the board regarding the audit.

Judy L. shared:

There have been delays for the audited financial statements for all BIAs who received the wage subsidy. We had not originally applied as we did not have an enough of a drop in revenue, but with the later rounds it was amended. Wendi Mosher of Mosher Accounting reached out and advised many of the BIAs were applying and advised we should. We received a minimal number of rounds for approximately \$5995 each. The auditors are unsure if BIAs should have received CEWS and are now trying to determine the best course forward. For us, the amount could easily be held in our reserve for a set number of years.



Once we receive the audit, we will forward to you for approval. Would you like us to notify members of the delay in the next email? We normally would have had a special member meeting by now.

Board agreed it was a good idea to notify the BIA membership by email about the delay as there would normally be a meeting in September.

Councillor's Report

Jeff Leiper was not in attendance.

Executive Director's Report by Judy Lincoln

Holiday Light Quotes

The quotes for holiday lights have come in. We are recommending a two-year contract for both. This could give us five years with the wreaths which would then be a good time re-evaluate and decide if a new look would be good.

Green's Unlimited:

1 st year \$	28,599.00	Second year \$	26,717.75
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1 st year \$	37,169.55	Second year \$	29,735.77
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Judy L. requested a motion from the board to move forward with Green's Unlimited for the 2 years contract. Alan W. moved and Molly van der S. seconded. No one opposed.

Wickedly Westboro

Same format as last year with a scavenger hunt. Looking into a chalk art installation for Winston Square. If this goes well, we may also do another chalk art installation for Remembrance Day with poppies. Once we understand logistics and cost a decision can be made.

Molly van der S. asked if it rains will we still have to pay the artist.
The response is yes. We are waiting on cost to decide whether to move forward.

Purchasing Office Furniture

We had budgeted \$2000 for office furniture but ended up purchasing laptops in January. Now that we have both been in the office working full time, we do feel the need for an ergonomic desk for Tara's workstation, and would like to move ahead with that purchase now. We will budget for additional storage cabinets for next year's budget.

The board agreed to the purchase.



The National Day for Truth and Reconciliation

The National Day for Truth and Reconciliation is a new federal statutory holiday, which will apply to all federally regulated private and public sectors, on September 30th. The Province of Ontario has chosen not to recognize it as statutory holiday, and the provincial employment standards will apply to most industries. The City of Ottawa has chosen to recognize the day.

The National Day of Truth and Reconciliation responds to Call to Action 80 from the Truth and Reconciliation Commission of Canada which reads: "We call upon the federal government, in collaboration with Aboriginal peoples, to establish, as a statutory holiday, a National Day for Truth and Reconciliation to honour Survivors, their families, and communities, and ensure that public commemoration of the history and legacy of residential schools remains a vital component of the reconciliation process."

I would like to recommend we respond to the call to action from the TRC and close the office for the day. There are very few calls to action that we can act on as a BIA and this could be a first step. In future years we can mark the day in a meaningful way. At this point I don't feel we have the right tools. We have a survey to send to our members to see who will be open at closed. Some businesses are already making the decision to close, Revelle Bridal is and donating to indigenous charities this month.

Sheba S. Asked what is the reasoning behind this?

Judy L. responded It is to Call to Action 80 from the Truth and Reconciliation Commission that the government established a holiday for truth and reconciliation. It's meant to be treated like Remembrance Day, a day of reflection. I would like to see us work with other organization to host some sort of activity on this day in future years. Right now, we do not have close enough relation to do something.

Alan W. When we observe that day, we should communicate to members this day is a day of reflection for the call to action and explain what that means. Let them know this is only action the BIA has power over of the 94 calls to action from the Truth and Reconciliation commission. Do we have any flags or any thing else symbolic we can do?

Judy L. responded the Legion is responsible for the flags in Winston Square. We can approach them and ask them to fly them at ½ mass. In the office, we are looking at other ways we can acknowledge this day. We do have an email we are working on with a survey to members explaining what the day means, what the Retail Council of Canada is saying about the day, and we are also including some information from the Council of Aboriginal peoples, and it is a reconciliation for businesses and businesses leaders. What they can reflect on and think on for Truth and Reconciliation.

Erin C. Asked since the City of Ottawa is observing the holiday, will there be a similar by-law as there is for Remembrance Day?

Judy L. No there is not.

Judy L. asked if there was consensus the office will close on the September 30th.



The Board agreed.

City Sounds

We hosted two City Sounds performances in partnership with OMIC. The first day in August was a sweltering hot day and the second date was rescheduled due to rain. It was a good experience to see how we could do smaller performances in Lion's Park, with little cost to the BIA. It was a good experiment to see how this location could work for us just off the main street, it does have some nice amenities. What we learned from this event when planning future events for ourselves in this location, is the need for better wayfinding signage and more targeted promotion. Overall, the cost to the host the events were minimal to us and we chose the location based on Jeff's recommendation.

New Business

Planning for 2022

As we head into planning season for next year's budget, there are still lingering questions around events, and how to host to large public, open events. This will be coupled with the reality that we may have two or more major construction projections along Richmond Road (Winston, Churchill/Richmond and Tubman).

All planning for activations and events must be done in a scalable and controllable way. For all large public events we have only seen them done in a controllable model with tickets, contact tracing and COVID screening. We can expect some form of this for future events and well into 2022. Large scale street festivals have not been seen yet in Ontario. In Montreal Muralfest took place with the street closed but all performances were in fenced off areas with tickets and COVID screening.

Earlier this year Bank Street BIA closed the street but there were restrictions from OPH about programming and activities on the street, so the closure was strictly for increased pedestrian access and not BIA activities.

As we approach 2022, we need to ask if a large investment should be made in one weekend or if we should explore a series of smaller activations throughout the year. This could include concerts in Lions Park, lunch hour events or art installations in Winston Square.

We could also further invest in placemaking and create events around those. We are currently investigating the Bell Box Mural project to see if it could be brought to Westboro Village and then opening "receptions" could be done.

Alternatively, if we explore a weekend street closure and not have a large stage, but add activations as permitted which could be many or none.

Question: Can there be barricades in place to screen the public as they enter the closed street?

Answer: It is not possible to ask individuals to screen and prevent them from accessing businesses during a street festival.



Comment: 51% of our businesses are not dining and retailers. The office is hearing why is there a festival that's more about pop ups than about members? Why aren't we including all the businesses on the street?

The board was divided on how to support the members. There were 2 areas of thought.

1. The board would like to see greater representation on the board or subcommittees and to hear the diversity of needs of members.
2. The BIA office and the board needs to research and come up with the ideas to include this 51% of businesses and solicit their feedback on presented options.

Judy L. suggested another approach and it's for the board look at the "why" of hosting the street festival.

Do we do it for:

- To increase business that weekend?
- To increase the visibility of Westboro Village overall in the city?
- Is it a thank you to the neighbourhood?

Questions: Wasn't there a plan to reach out to the 51% of businesses and begin conversations?

Answer: Yes, however many businesses have not returned to their offices yet. The BIA office does envision having more networking events in 2022 like the National Women's Day networking event. Any time we tried to host something this year, there was another announcement from the Provincial government of changing restrictions which made it difficult to plan events.

Judy L. asked, is the consensus here that we should we be looking at a weekend festival event instead of a series of events?

The boards response was undecided but was in agreement to survey the members and solicit their feedback. The survey needed to provide an option of possibilities and not be an all or nothing question.

The board requested more resources to be sent from the BIA office to inform their decision about hosting a street festival in 2022 in advance of the October board meeting.

Adjournment 9:33 am