



Westboro Village Business Improvement Area

Board of Management Meeting

April 8th, 2021

Zoom Meeting ID: 837 8047 9163

MINUTES

In attendance: Alan Whitten, Erin Crowell, Fiona Mitchell, Molly van der Schee, Judy Lincoln, Jeff Leiper, Rick Eisert (partial attendance)

Regrets: Sheba Schmidt, Tara Hamilton, Sharon Bosley

Call to Order: 4:48 PM

Approval of Agenda – the agenda was not approved.

Rick Eisert joined the meeting for a short period and provided quorum to approve the March meeting minutes and then immediately left the meeting.

Approval of the March 18th, 2020 Meeting Minutes was motioned by Rick Eisert, seconded by Alan Whitten. No opposed the motion was carried.

Treasurer's Report by Alan Whitten

Nothing to report. The Financial Report was yet to be received from the City.

Councillor's Report by Jeff Leiper

Question for Jeff L from Judy L about 2070 Scott development site. Will there be a large impact on Scott St.? There will be blasting and the bedrock is fairly close to the surface. A dumpster can be filled every 20-25 minutes and there can be up to 8 blasts a day. So it's not a constant stream but if you are sitting on a patio on Churchill over the course of an hour you could see 4-5 trucks.

Judy L sited the patios most effected by this construction once they are open will be Gezelig, who reached an agreement with the Churchill Senior Centre for the use of their parking lot. They are planning for a May opening. Savoy has a sidewalk patio on Churchill, the Works and Equator.



Winston Application – there was an open house recently held for a nine-story mixed use building going behind the Legion. 8 floors residential rental apartments and ground floor retail. It virtually entirely fits the zoning except it does not have as much glazing (windows) in the plan as required by zoning. Jeff L Anticipates it will be approved.

The development of the building behind the Starbucks on Roosevelt will proceed. The LPAT appeal was decided, and permissions have been given to move forward. No start date has been set yet.

Judy L noted this building is not within the boundary. Fiona M chimed in that it is zoned traditional main street and will have ground floor retail.

Executive Director's Report by Judy Lincoln

Tulips are coming up in Winston Square and we will be doing spring planters on April 19th, in Winston Square, at McRae gateway planter and Island Park gateway planter.

New sign installed on McRae with cost partially covered by Winter Grant from the City of Ottawa, we have also added a new outdoor poster sign in Winston Square.

OCOBIA Membership renewal. 1.5% of levies. Our cost is \$5565. This year will be another important year for a strong voice for advocacy. After many bumps in the road, OCOBIA has hired a permanent ED – Michelle Groulx. Michelle came on earlier this year on a part time contract to assist with the advocacy as continued challenges from the pandemic created a clearer need for a unified voice. The board of OCOBIA offered her the position permanently and she has accepted.

Video project is complete. The BIA ended up with 17 member videos, one general BIA video a quite a bit of b-roll. Two businesses have requested their b-roll but the files are so large it is difficult to store in the cloud so we have purchased an external hard drive and will be loaning it out to members who want to access the b-roll. One of the conditions of the funding was all b-roll had to be accessible to members. The videos have been uploaded to the WVBIA website directory and we will be scheduling them to go out over social media through out the year and continue to use them in different ways to get a good return on investment.

Support for Small Business Grant – Overall it has been quite good, but we have heard some challenges from new businesses and parameters for how new businesses in 2020 apply. Another business had questions about what qualified businesses for basic \$10k and more. We have been working with Joel Harding's office to see how his staff can provide support to the businesses with these challenges.



Meeting with Carol Clemenhagen, the Conservative nominee for the provincial party. She has been meeting with various BIAs. Is there anything specific you would like to address or join in on the meeting next Friday? The Board has nothing specific.

New Businesses arriving:

- Wedel's European Market has taken over the lease from Pietro's and plan on opening May 1st, we will check back with them with the new lockdown.
- We had a meeting with Zinati who are working on leasing the GGFL building. They let us know that all the spaces except for one commercial bay have been leased. We have been introduced to one by Colonnade Bridgeport: Mario Uomo Clothing.
- Kitchenalia is planning on relocating within the Village new location TBA.
- The old Merit Travel space has been leased – Bailey Nelson Optometrist.

Shop the Village Update – it will be fully virtual and run from May 3 to 25th. Gift card give away every week. A weekly theme – week one for mom, week 2 for your family, week 3 for yourself. There will also be Instagram take overs of the Westboro Village BIA Insta account. Possibly work with some influencers, and all of this will be run by Whiskeyjack media.

The BIA office has finally gotten the website hacking under control. We moved from one Liquid Web to Nexcess. They are sister companies in web hosting. Once Blackiron stopped the automatic updates of WordPress apps in the back end of the site, the hacking stopped.

The meeting adjourned at 5:19 PM.