



Westboro Village Business Improvement Area

Board of Management Meeting

October 21, 2021

Zoom Meeting ID: 837 8047 9163

MINUTES

In attendance: Sheba Schmidt, Erin Crowell, Molly van der Schee, Alan Whitten, Jeff Leiper, Judy Lincoln, Rick Eisert

Regrets: Tara Hamilton

Call to Order 8:07 AM

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

Approval of the September 23, 2021, Meeting Minutes was motioned by Sheba Schmidt, seconded by Erin Crowell. No opposed the motion was carried.

Advisement re: Pecuniary Interest or Conflict of Interest: None

Treasurer's Report by Alan Whitten

Nothing to report everything is inline.

Alan asked if the audited financial statement will be coming soon.

Judy responded yes and the vote to approve the 2020 audit financial statement will be at the 2020 AGM in January.

Councillor's Report by Jeff Leiper

Council has passed the Small Business Tax class. Jeff suggested the BIA advise the commercial tenants and encourage them to speak with their landlords.

Executive Director's Report by Judy Lincoln

Wickedly Westboro

Wickedly Westboro started last Friday and we have already received a number of entries.

Winston Square has been decorated for the event. We had hoped to work with a street artist to add spray chalk details throughout the pavement, but he was unable to get the supplies in time. We will revisit that option in the spring for Shop the Village.

Planters

As part of the bus stop bulb out construction a new planter was installed, we have received an MOU from the city for the maintenance of this planter which I am reviewing and will sign and return to the city.



Openings and Closures

Ombel Salon has opened, a Pizza Hut Franchise has put up their sign, as has Tokyo Smoke. There are a few other units along Richmond Road which are being fit up. There was one relocation, Natural Food Pantry and two unexpected closures this week, Bakers Street, and another we are waiting on confirmation.

We have also heard both the Whispers Pub property and the business of Whispers Pub have been sold, but we have not been able to confirm what adjacent properties may have also been sold. The group is Y Street Capital.

Small Business Week

It is Small Business Week, and we are promoting the blog series that we have started earlier this year, "Behind the Business". We are publishing new posts, and resharing previous ones on social media all week. We plan to continue the blog series in 2022.

Tesellate Collective Sponsorship Proposal

We have received a revised sponsorship proposal from Tesselate for a visual and audio installation in Winston Square celebrating BIPOC women in Ottawa. The cost of the presenting sponsorship would be \$10,000 and would include the installation up for one month after Remembrance Day, and a vernissage.

This is a very different type of proposal and installation for us to try. However, it would clearly show we are prepared to work with emerging artists, and those from BIPOC community. The Tesselate collective had their first projection show at the Shenkman Arts Centre this fall and worked with a group to do an installation on National Truth and Reconciliation Day in downtown Ottawa.

Jeff Leiper has agreed to contribute \$2000 to this event.

Motion put forward by Molly van der Schee; To approve the Tesellate Collective art installation at Winston Square for 2021 if it cannot be executed in 2022. Seconded by Alan Whitten. No against, Jeff Leiper abstained. Sheba S. commented she would prefer 2022.

My Main Street

We have learned quite a bit more about the My Main Street grant which has opened for the first round of funding. The second round, which will be for projects to complete in 2022 will open soon. There are two streams the Accelerator and the Activator. The activator would provide funding to revitalize neighborhoods and reimagine public spaces including main streets, downtown strips and plazas as vibrant and inclusive places that work for everyone. Based on discussions with one of the staff members we think we could apply for the Activator to revitalize aspects of Winston Square, including paying for engineering and design options for a permanent



shade solution, edging flower beds, and new plantings. They also encouraged us to consider applying to create and hire for a position that would activate the space all summer as it would make it a more attractive application. My concern is that if the development at 397/399 is under construction throughout the summer, then 2022 is not a great year to animate the space.

Under our MOU with the city, we are responsible for short- and long-term shade solutions for the square. The current umbrellas have reached the end of their life cycle and will not be put out next summer. If we do not choose to apply for or are not successful in receiving the grant, we would need to find another short-term shade solution.

Jeff Leiper confirmed the site plan has been submitted for 397/399 Winston and therefore quite possible construction will begin at this location in spring 2022.

Judy asked the board if she could have the mandate to make smaller investments in the future while working with the developers on how they want to expand Winston Square and the best use of their money. The Board agreed.

Judy asked for the boards agreement to fill board vacancies now to give BIA members a chance to participate and then should they wish to continue as a board member they can put their name forward for election next year. The board agreed.

Molly van der Schee ended the meeting asking for 2 items to be included in the minutes and be considered by the board at the next meeting. 1. A promotional proposal from Catherine Landry, a member of Women in Business. 2. A community art mosaic installation project proposed by an individual of the community.

Motion to adjournment at 9:04 AM by Molly van der Schee seconded by Erin Crowell.