

Westboro Village Business Improvement Area

2020 ANNUAL GENERAL MEETING

JANUARY 13, 2021 at 9:30 AM

Zoom Meeting ID: 838 3123 9346



MINUTES

**In Attendance:** Alan Whitten; Treasurer (Huntington Properties), Eden Lobo (Roots Canada), Erin Crowell; Director (Wall Space Gallery), Fiona Mitchell; Member at Large (Councillor's Assistant), Jamie-Lynn Pokrzywka (Batter Up Bakery), Jeff Leiper; Director (City Councillor), Judy Lincoln; Secretary (Executive Director, WVBIA) Julie Giraldo (Domicile Commercial Management Inc), Lindsay Kipp (Flight Centre), Molly van der Schee; Chair (The Village Quire Inc), Rick Eisert; Vice Chair (Royal LePage Team Realty), Rick (Domicile), Sheba Schmidt; Director (West End Kids), Tamara Reljic (IRIS), Tara Beechey (Staff, WVBIA)

**Guests:** Jake Naylor (Whiskeyjack Media)

**Call to Order Time: 9:49AM**

Motion to Approve the Agenda

First Rick Eisert, Second Sheba Schmidt – 9 votes for 0 votes against, 1 abstain, the vote was carried.

Motion to Approve Meeting Minutes of 2019 AGM

First Sheba Schmidt, Second Erin Crowell – 7 votes for 0 against, 1 abstain, the vote was carried.

Motion to Approve Mid-Year Special Meeting Minutes

First Alan Whitten, Second Erin Crowell – 6 votes for 0 against, 2 abstain, the vote was carried.

**Chair's Report Presented by Molly van der Schee**

Thanks to all of you for joining us virtually. 2020 is one for the record book and it looks like 2021 will be the same.

Just like every retailer, service provider and community association in the country and around the globe, our Business Improvement Association worked harder than ever to connect with our members and shareholders. Attending virtual community association meetings, staying up-to-date with construction via our Councillor is just the beginning.

Connection is the foundation of our community and I'll share a few actions the Business Improvement Association took to better connect with all of you.

**BIA Member List**

Over the summer months, Judy and Tara walked the area and updated information for our members, building the most comprehensive BIA Member List we've had in years. You can imagine this was no easy feat; adding new members and updating contact information is never easy but add to that lockdowns, reduced hours of operation and social distancing and you can see this was a tremendous project to accomplish.

If you are new to the Westboro BIA or you know of a new business, make some introductions to the office!

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**The I Work in Westboro Project**

The original launch for this member only project was side-tracked in March. Once we got out of that first lockdown, the office worked to get it back on track.

The “I Work In Westboro” program is a thank you for shopping locally. If you are a staff member or business owner here in Westboro Village, there are offers and discounts available to you. Check the BIA website for participating members.

More than discounts and offers, the I Work in Westboro Program does double-duty as a welcome package to new businesses

If you are not yet part of the program, reach out to a participating member for information or get in touch with the office! This is a great way to get to know one another.

**Events**

While we weren't able to gather for events such as FUSE, the office continued to engage customers with a pivot towards online campaigns. There was a successful roll out of Mother's Day and Father's Day giveaways using social media platforms. The summer months turned the focus to our patios with giveaways there. The Westboro Advent Calendar featured 24 days of giveaways.

With advertising dollars not spent on FUSE and other in-person events due to the pandemic, the office used some of this budget to purchase prizes and merchandise from the members.

**Street Beautification**

The wrapped windows at the corner at the corner of Richmond and Churchill add a bit of colour until construction begins and the new mural running up Churchill Avenue is a beautiful piece of art catching the eye of many.

It has been quite a year for all of us - so many ups and downs. As the challenges and opportunities continue, I hope we navigate the coming year together - staying connected is checking on one another, helping each other out and showing off all of our successes.

Thank you,

Molly van der Schee

Chair, Westboro Village BIA

**Treasurer's Report Presented by Alan Whitten**

**Treasurer's Report – January 13, 2021 – Westboro BIA AGM**

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The 2020 financial results have not yet been audited, however, have been reviewed in detail by City of Ottawa accounting staff in preparation for the annual audit. The audit is generally completed during the summer and presented to members in the fall. The numbers below are projected and are expected to be finalized in coming weeks.

### **Budget Highlights**

#### Revenues

- 2020 operating surplus approximately \$57,000.
- Total Revenues \$422,527, a variance of \$968 over budget.
- Remissions and Supplementary Assessment both over budget, as discussed at the September special members meeting, a new rolling five-year average will be used for future budgets
- Other Revenue of approximately \$15,265 is for grants relating to the new mural and graffiti. This number is still to be finalized as the graffiti grant will be adjusted based on actual expenses.

#### Expenses

- The BIA expenses were \$364,733, approximately \$57,800 less than budget.
- Material Variances:
  - Promotion: \$37,000 lower for the year due to restrictions on in-person events, and many of the publications booked for advertising not publishing in the spring and summer months. The human resources expenses are slightly over budget by approximately \$5,800 due to overlap in the Executive Director position.
  - Administration: The human resources expenses are slightly over budget by approximately \$5,800 due to overlap in the Executive Director position.
  - Signage: \$12,589 higher for Street Beautification initiatives including the new window wraps at Churchill & Richmond, Churchill gateway mural, maintenance on the traffic boxes and other expenses for banners.
  - Graffiti removal expenses are down due to switching service providers for the removal of graffiti from a private company to the city crew.

#### Grants

In 2020, we received two grants, one for graffiti removal and the other for the Westboro Village Gateway Mural on Churchill. The graffiti grant is adjusted at year end to match actual expenses (significantly down this year) and the mural grant was for \$14,620.

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We expect to finish the 2020 Fiscal Year with approximately \$240,000 in the reserve fund. In previous years, the Board has determined that it is prudent to retain such a reserve fund for the purpose of financial flexibility towards providing the proper services to its members, and also to be in a position to contribute towards wayfinding signage and improvements when Stage 2 LRT begins operation, with a station being located at the BIA boundary of Scott & McRae.

This year we will be proposing drawing on the reserve fund for promotion activities and will begin the planning for how to best utilize the reserve in coming years.

Respectfully submitted,

Alan Whitten

Westboro BIA Treasurer

**Additional comments about the budget from Judy Lincoln, Executive Director**

This year we had more of a surplus than I had originally thought we might, and this was due to some of the advertising booked those publishers did not run ads over the summer.

**Presentation of the 2021 Strategic Plan and 2021 Operating Budget by Judy Lincoln & Alan Whitten  
Copy of the budget attached.**

Judy has proposed to draw \$40,000 from the reserve for advertising to match the 4 seasons of promotions. So, \$10,000 each for spring, summer, fall, winter and having \$10,000 will allow us to scale promotions up or down depending on Public Health guidelines will allow at the time. Tying the money to the reserve will allow us to put the money back if we are not able to spend it. This money will not be used for the day-to-day operations like hanging baskets or street lighting. We are using the draw on the reserve for the things, we don't if we will be able to do this year.

Referencing the strategic plan, Judy has also suggested the members strike a subcommittee to talk about a 5-year street beautification plan. This would include deciding on the gateway signage for McRae and Scott when the LRT stage 2 and surrounding the building are complete. This will allow us to know how much is needed from the reserve fund and how much of the reserve fund we can use for in other areas and special projects rather than letting it get too big. My hesitation on drawing on the reserve fund too much now especially for operational needs is if next year is also a bad year, then there are still reserve funds available to use for 2022.

Cuts have been made in promotions, we did very well in the social media promotions, however when speaking with many of the members about print advertising, many were surprised by the cost of print advertising how much we had projected to spend this year. When I planned this year

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budget, I thought about it in sectors and how much would be spent by sector. The sectors are professional services, restaurants, retail so the budget would be divided up to spend on each of these with some left over for general advertising.

Using the City of Ottawa graffiti service is a significantly lower than using a private service like we did in the past. This year was a pilot year and we will continue to use the service with the City for 2021. I have budgeted more than what we spent last year but with the amount of construction coming, we might see an increase in tagging on the new builds as they go up. Working with the City we came up with a \$9000 budget and will apply for the grant for that amount.

WESTBORO VILLAGE BIA STRATEGIC PLAN 2021			
STRATEGIC GOALS			
BUILD AND FOSTER A STRONG BIA MEMBERSHIP	INCREASE COMMUNITY INVOLVEMENT	ATTRACT TRAFFIC AND BUSINESS	MAXIMIZE RESOURCES AND FINANCIAL LONG-TERM SUSTAINABILITY
STRATEGIC PLAN 2021			
<b>Research and develop a BIA Champion Program</b> <ul style="list-style-type: none"> <li>Evaluate how to develop a program to build champions throughout the BIA</li> <li>Develop support materials for the businesses to engage and support neighbours</li> <li>Tie in the support with I Work in Westboro and B2B</li> </ul>	<b>Connect with Community Associations</b> <ul style="list-style-type: none"> <li>Continue engagement with Westboro Community Association and Westboro Beach Community Association</li> <li>Identify good neighbour opportunities without the ability to host in person events.</li> </ul>	<b>Maintain the brands through virtual or small safe events:</b> <ul style="list-style-type: none"> <li>Westboro FUSE – Establish what can be done in person, or create virtual or small events under the FUSE banner</li> <li>Wickedly Westboro – Halloween activities that are safe</li> <li>Light Up the Village – Christmas activities – look for more outdoor installations to attract during Jan-Feb</li> <li>Shop the Village – develop a month-long campaign for May</li> </ul>	<b>Use the reserve fund to support members</b> <ul style="list-style-type: none"> <li>Draw on the reserve fund part of 2021 budget</li> <li>Identify a plan for the sustained use of the reserve fund over a two-year period.</li> </ul>
<b>Grow the I Work in Westboro program</b> <ul style="list-style-type: none"> <li>Work with second floor businesses as they return to engage them on benefits of the program</li> <li>Solicit members to provide their discount or benefit that is exclusive to staff in Westboro Village</li> <li>List and update all benefits in member section on website</li> <li>Update materials for distribution, including general information about the BIA</li> </ul>	<b>Connect with local charities and support in donations, and varied sponsorships</b> <ul style="list-style-type: none"> <li>SJAM sponsorship of the trail grooming at Westboro</li> <li>Salus</li> <li>Cornerstone – IWD's Day, Purple Tie Gala</li> <li>Dovercourt – community support for programming and activities</li> <li>Westboro Region Food Bank – food raiser with members</li> </ul>	<b>Execute projects and installations on the street that are visit-worthy</b> <ul style="list-style-type: none"> <li>Explore the potential for use of Winston Square within public health guidelines</li> <li>Work with the Ottawa Farmers Market to bring them "back to the village"</li> </ul>	<b>Build resources and knowledge</b> <ul style="list-style-type: none"> <li>Form a Street Beautification sub-committee to build 5-year plan for effective budgeting &amp; maintenance</li> <li>Identify areas of research &amp; organizations able to complete to build on knowledge for businesses as we move through the pandemic in 2021/2022</li> </ul>
<b>Develop a B2B program</b> <ul style="list-style-type: none"> <li>Search for relevant speakers and subject matter experts of interest to members</li> <li>Celebrate members in networking events providing speaking opportunities for members to share best practice</li> <li>Create a landing page for business success stories, and "Why Westboro"</li> </ul>	<b>Connect members with local community and charities</b> <ul style="list-style-type: none"> <li>Actively promote the charitable works and partnerships from BIA members</li> <li>Support &amp; promote members who are active in community &amp; holding fundraising events.</li> </ul>	<b>Invest in traditional and digital advertising and memberships</b> <ul style="list-style-type: none"> <li>Ottawa Tourism, OCOBIA memberships, OBIAA</li> <li>Advertise in local media – community, business, lifestyle.</li> <li>Develop a multiplatform communications plan for 2021</li> </ul>	<b>Implement mix of staffing, volunteers, contractors</b> <ul style="list-style-type: none"> <li>Maintain 2 FT staff</li> <li>Use contract individuals as beneficial</li> <li>Develop an updated HR policy</li> </ul>

Questions:

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Rick Morris: I really like the plan to match of the \$40,000 from the reserve to the 4 seasons of promotions. Note there is a provision for of \$5000 in expenses and I think it's relevant to share.

I always zero in on what is the actual levy amount is for the members. The BIA levy is not only a function of the budget but also the commercial tax base. We have about \$140 million commercial tax base with the expansion it was moved up to closer to \$200 million and that did not include 1960 Scott St. which is now occupied. I think it would be helpful to know the assessed value of 1960 Scott St. when is public with MPAC?

Judy Lincoln responded - The total assesses value in 2020 for BIA properties is \$255 million.

People are going to see given this budget with only \$370, 000 in levies along with the increase in the tax base the members will see a very material difference in the levy. Once Churchill and Richmond and Tubman are redevelopment in 2 years, the tax base should be well over \$300 million in commercial tax base and perhaps even doubling in 5 years.

Judy Lincoln responded there has been discussion on at what amount can we cut the budget for members to see a significant reduction in the levy and not under cut the BIA's ability to do anything. This is another reason why I did not want to cut the budget to draw to heavily on the reserve fund I feel very strongly on not cutting back on the street beautification or Christmas lights, the things that show we are still alive and there are still things happening in the Village despite curb side pickup, restrictions and lockdown.

Rick Morris: My point is, there will be no need to cut. The budget can stay the same and even increase and everyone will still see a reduction based on increase to the tax base.

Alan Whitten chimed into the discussion and offered we will most likely see 1960 Scott St included in the levies on the 2021 budget.

Judy Lincoln advised the building development across the street from 1960 Scott St will also be part of the BIA with commercial frontage on Scott and McRae and coming aboard in the next couple of years.

Jeff Leiper asked when are commercial reassessments?

Judy Lincoln answered MPAC put a pause on reassessment this year, but they are supposed to be coming in next year.

Sheba Schmidt asked when are we allowed to expand the BIA again?

Jeff Leiper responded having just expanded your BIA 2 years ago, the City would prefer to wait another 5 years. Expansions are a big deal and a lot of work for the BIA Boards and City staff.



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Judy Lincoln offered 6 tenants on Churchill N have asked about being a part of the BIA and there is a building on Richmond that is not part of the BIA additionally more commercial could be development along Scott street – all of these are potential areas for growth when discussing an expansion for 2024.

Rick Morris also noted, it's important to take notice if the site plans of the current redevelopments at Churchill and Richmond along with Tubman's entire commercial footprint is in the BIA boundary.

Judy Lincoln acknowledged she has spoken to the City about this and asked Jeff Leiper is this could be a part of the development application that any development that straddles commercial and residential becomes a part of the BIA.

Jeff Leiper responded mechanically no, it's 2 separate areas, the Planning Act deals with zoning of the site plan and the authority for BIAs is under the Municipal act. I do wonder if under the Municipal act can you expand the boundary without triggering the need for a study and the permissions. There may be short cuts that are possible, and we would need to talk to legal about that. My recommendation for an expansion would be in 2 years and use that time to engage with the tenants on Churchill to work on their landlords to be open to joining the BIA when the time comes.

Rick Morris suggested getting an email from the tenants on Churchill N formally expressing their interest in joining the BIA.

**Motion to approve the 2021 Westboro Village BIA Operating Budget**

First Rick Morris, Second Sheba Schmidt – 7 votes for, 0 against, 2 abstain – the vote was carried

**Update from Kitchissippi Ward Councillor Jeff Leiper**

Too much development to go through. A single list of all pf the complex developments can be found on my website. <https://kitchissippiward.ca/content/kitchissippi-development-overview>

Scott St. is an ongoing discussion, and how it will affect, pedestrians, cycling and traffic. A recording of the open house discussion can be found at this link.

[https://www.youtube.com/watch?v=caTrDhXm\\_DY](https://www.youtube.com/watch?v=caTrDhXm_DY)

**Questions:**

Rick Morris: Do you happen to know if the 2021 interim property tax was deferred like the 2020 was to October.

Jeff Leiper responded: This has not crossed my desk yet and will depend if the Treasury thinks the "Stay at home" order does that effect businesses different than the current order we have been

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living under through the summer, fall and winter which is different than last March and April. I will speak to the Mayor's office and get back to the BIA office.

Jeff Leiper extended a thank you to all the commercial landlords who have demonstrated the flexibility they did in order to ensure the businesses to continue and provide sustainability for the main street to move forward, it was greatly appreciated and particularly to Domicile for their leadership and pointing the way for landlords who may not have been recalcitrant while the government supports where put together.

Sheba Schmidt: Could the parking in front of my store become designated for curbside pick up?

Jeff Leiper: I won't say no. I will take that back to my office and ask Tom to help with this and reach back out to the BIA office. Most likely we will look at the City's mechanism and create a loading zone.

Jeff Leiper's final comment was about vaccines, the City's memo about vaccines is on his website. The City does not control when they arrive the Federal government does but as soon as they do, they will be administered. City councillors are being hawkish that the City is prepare and ready. Pfizer recently changed the authorization on the vaccine, and vaccines are now able to be moved. Vera Etches and Anthony Dimonte mobilized on this immediately and had vaccines on the road to begin immunizing the most at risk.

**Motion to Adjourn the Meeting**

First Sheba Schmidt, Second Rick Morris – 8 votes for 0 against, 1 abstain – the vote was carried.

**Adjournment Time: 10:45 AM**