



Westboro Village Business Improvement Area

Board of Management Meeting

March 24, 2022

Zoom Meeting ID: 837 8047 9163

MINUTES

In attendance: Alan Whitten, Molly van der Schee, Judy Lincoln, Rick Eisert, Jeff Leiper, Kerstin Betts

Regrets: Tara Hamilton, Sheba Schmidt, Steph Chevalier-Crockett,

Call to Order 8:07 AM

Approval of Agenda was motioned by Alan Whitten, seconded by Rick Eisert. No opposed the motion was carried.

Approval of the February 18, 2022, Meeting Minutes was motioned by Rick Eisert, 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

No variances. A couple of items out of character was the insurance has been paid, and sponsorship is 30% paid at the beginning of the year however this is still normal. The contribution from the reserve was shown as being transferred. Nothing alarming at this time.

Rick E. asked Is there are any pay increases for the staff?

Judy L. responded her annual review is coming in May and Tara's is in July. Last year Tara received a cost-of-living increase. Judy in good conscious did not request an increase as her review came at a time the businesses were in lockdown. Judy did however budget for a cost-of-living increase for 2022, and will bring this discussion to the executive in the coming months.



Councillor's Report by Jeff Leiper

Either at the beginning or the end of August, will begin the blackout period as we head into the Municipal election. I will not be able to sponsor or put my name on or take credit for anything if I use taxpayer resources to do it. The Transportation Master Plan is most important to continue to engage with. The legislative agenda for the city starts to calm down now.

Judy L. added the BIA office met with the city staff on bike parking and did a tour of Westboro Village. We advised the Parking Team, the advertising bike racks damage the pavers on the sidewalk.

The office discussed locations for a bike corral noting that no options should impact a restaurant from having a patio. We identified a few corners where there are stripes painted on the road as possible location. One by Kitchenalia and another by the Westboro Village Pharmasave, at the western corner. Collectively, we also looked and considered the corner at Golden and Richmond Rd. There is a bike lane there and the first space is already painted out. The city staff will determine if a corral could fit there with no parking spaces being lost. We have asked for them to send anything they propose in writing. Jeff agrees this is a good location and with the approach. Once a proposal is presented to the office, Judy will speak to property managers and owners before there is any agreement to move forward.

Judy L. asked Jeff a question. When there is new construction in the neighbourhood and an old driveway is eliminated, who does the office reach out to about reviewing and reinstating parking?

Jeff L. advised email Scott City Staffer from the Parking Department and Cc Tom at his office.

Jeff L. asked Judy if Scott spoke to her about parking in Westboro Village.

Judy L. shared, yes, as per her conversation with Scott, the Local Area Parking Study (LAPS) will be done this year and most likely be brought to new council in the first quarter of next year. Scott advised Judy; he may suggest bringing paid parking to Danforth Ave first. as part of the parking integration strategy.

Judy L. shared with the board, the adoption of paid parking would allow the BIA to access and apply for a \$10,000 grant associated with having paid parking in the BIA boundary.

Executive Director's Report by Judy Lincoln

We have budgeted for the replacement of our banners this year and are waiting to replace as a redesign could be recommended from the 3- year strategic marketing plan the BIA will be seeking this year. It is possible some of the cost to replace the banners could be covered under the Mural and Architectural Grant from the city. The grant covers the purchase of hardware, however, our hardware is in good order and it is not recommended for replacement. If there is additional grant money at the end of the year, there is potential that our banner replacement could be covered. We are at the end of the life cycle for banners, and many are badly faded.

Tara has been sitting on a committee with OBIAA around the development of a custom CRM database. There is not currently anything on the market for this that covers all the needs of BIAs. We expressed an interest in learning more as we have begun to max out how we can track tenant members, property owner members, properties, and such in an excel spreadsheet. OBIAA has developed it to a point where they hope to have City economic development departments make minimal investments and the city would receive high level reporting from OBIAA in exchange. We don't have all the details but expect OBIAA will be distributing more info to members soon.



Downtown Ottawa BIA Recovery Fund - DOBRF

This is now available from Invest Ottawa and Westboro Village businesses qualify. There were some expectations from a minority of businesses that it would cover lost revenues but it covers unrecoverable costs. It is not quite straight forward, and we are sharing information as it becomes available from Invest Ottawa. Invest Ottawa has contracted to OCOBIA to do a lot of the outreach to businesses and verify that a business is open and their location. OCOBIA has in turn contracted each of the core BIAs, and WV BIA is receiving \$8000 for this. We are sharing the information via email, social media and once the flyers are received will distribute them when we are out meeting with businesses.

OCOBIA held an election primer workshop and provided information to BIAs on the election process for the board of management.

Judy L. asked - Could the current board members advise the BIA office of their intention for the next board term.

Downtown Recovery Funding, City of Ottawa

City of offering BIAs an opportunity to apply for a grant to host a new economic activity that will bring people back to mainstreets. It must be brand new, not something we were already planning on doing. It's a 50% matching and as we are an outer core BIA the grant is up to \$25,000 if we match it with \$12,500. We have \$20,000 budget for summer promotions and marketing. The City has agreed we can use \$12,500 of our summer budget to get the funds.

There are 2 ideas/proposal to consider

1. A Kite Night. The proposal encompasses an economic driver, the public can only acquire their ticket to participate in the Kite Night by purchasing through a Westboro Village business. The Kite Night is a shared experience in a local park so also provide an opportunity to strengthen community, it is centred around a family experience. This proposal comes from a BIA member who recently started an events company.
2. A summer series of evening entertainment hosted during the 5-7pm – driving those attending to arrive and stay in the Village when the retail shops are open and stay for dinning.

The BIA office will circulate both ideas with budget along to the board for consideration and we will ask for a motion to move forward with applying for the Recovery Fund. The deadline to apply is April 1, 2022.

Dovercourt Neighbourhoof Dinner

A sponsored event by the Westboro Village BIA occurred on March 21st. Judy L attended. All the catering from the diner was purchased from Lexington Smokehouse and BBQ. The next BIA sponsored event at Dovercourt is the Principals Breakfast. After 30 years, John Rapp the executive director is retiring.



The Red Blacks

A former Dovercourt employee now working for the Red Blacks has reached out to us to see how we can work together on a tailgating/bus activation in Westboro Village. We will come back to you once we know more.

Adjournment 8:56 AM motioned by Rick Eisert and seconded by Molly van der Schee