



Westboro Village Business Improvement Area

Board of Management Meeting

February 17, 2022

Zoom Meeting ID: 837 8047 9163

MINUTES

In attendance: Alan Whitten, Molly van der Schee, Judy Lincoln, Rick Eisert, Steph Chevalier-Crockett, Jeff Leiper

Regrets: Tara Hamilton, Sheba Schmidt, Kerstin Betts

Call to Order 8:10AM

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

Approval of the November 18, 2021 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

The financial results at this time are very predictable and consistent. Nothing to report otherwise.

Judy L. added she is being very cautious because of the large remission that came in December 31st of \$97,000. Going forward the finance team at the City of Ottawa will run an accrual report once a month to advise of any remission and supplementary payments. Further to that, a statement will be sent at the end of the year that will advise who the BIA paid a remission to. This will help keep track and better understand the cycle of remissions from the properties across the BIA.

Rick E asked – Does this mean we will be getting a more consistent report regarding remissions from the City?



Judy L responded – the City has committed to running the report on a more consistent basis as compared to the infrequent running of the report before. The report should tell us if a large property is under appeal, so the office knows to save up in preparation for a possible large remission. The BIA office will plan for the remission and supplementary assessments to be uneven for the next 5-7 years as properties come on and off through the process of being developed and then becoming a new mixed use or commercial building.

Councillor's Report – Jeff Leiper

No report – open to questions.

Winston Ave construction project was approved to move forward. Leiper's office asked for a pre-construction meeting.

Executive Director's Report - Judy Lincoln

Parking Review – Dennis Van Staaldunen, the ED from Wellington West is on the parking group for the City of Ottawa's parking study. On their agenda for this year is to do a local area parking study for Wellington West and Westboro. Most likely in the summer and with a plan to bring the parking reports study to council in the fall.

Jeff L commented – He does not believe they will put parking in front of council leading up to an election. Parking is considered controversial.

Tessellate Collective – The planned installation with the Tessellate Collective in March will not proceed. The women behind the collective have shifted their focus this year from Ottawa as they have been given opportunities to develop and produce projects overseas. This leaves \$8,500 in our sponsorship budget line that is unaccounted for.

Envionics Data – We received the initial delivery of data in December. It did not include the numbers from Gatineau and in January we received the complete set of data in raw format and have been working through the specifics of it. The data includes the number of visitors from each postal code and ranks it on the total number of visitors and the % of the total population of that postal code. It shows us where we already have good saturation, and we are now looking at advertising options for the areas where we feel there may be growth potential.

A few key highlights:

- 2019 Total Visitors: 539, 332 Total Visits: 9 562, 045
- 2021 Total Visitors: 410, 898 Total Visits: 5 393, 395
- In 2021, Friday and Saturday continue to be the busiest days with 16% of total visits on each of those days. Numbers are lower for Sunday as many retailers are closed.

Ottawa Vacant Property Review – Bylaw is conducting a review of the regulations around vacant properties and has asked for our feedback on experiences in the BIA with vacant properties. We do not have many, but I would say that the buildings awaiting redevelopment can/do sit empty before demolition and construction begin create "dead spots" on the main retail strip. There was also a situation with squatters in an empty residential property awaiting



redevelopment. I will share these findings with the team leading this review tomorrow afternoon.

Sponsorships - We signed and renewed our sponsorships with Dovercourt, Kichi Sibi Winter Trail, Coldest Night of the Year. Westboro Village has gained earned media through the media sponsorship CNOY has with Jump 106.9. The radio promo says "Westboro Village" as the location for the walk.

Alliance to End Homelessness is launching a campaign focused on affordable housing and ending homelessness. OCOBIA has endorsed it and they have reached out to us for an endorsement. They have three calls to actions which have specific calls for the private and public sector.

- Stop the loss of affordable housing
- Create more affordable housing
- Preserve the quality of affordable housing

The Board requested to review the documents before making any decisions in support of the campaign.

Social Media Contract Tender - We reached out to three firms for a quote on social media services for the year. One decline to submit a bid, and we received two others. We are seeking the boards approval to move forward with Whiskeyjack Media as selected proposal.

Motion to approve acceptance of Whiskeyjack Media for the 2022 the social media contract. Molly van der Schee moved the motion and Alan Whitten seconded the motion. No opposition. The motion was carried.

The BIA office will tender the contract for Construction Communications next. We will also be submitting the application for the City of Ottawa Research Grant to fund a Three-Year Strategic Plan focused on Communications & Activations before the end of March.

New Business

SHOP THE VILLAGE (STV)

In May, the format will be a little of what was done in 2019 and a little from 2020-21. A 3-week celebration of our retailers with activations on Saturdays. We have been speaking with the staff at Churchill Senior Centre to use the parking lot at no cost. If we are successful then we will book it for the 3 weekends. The parking lot will be use to host activities run by local community groups and partnered charities. We are also looking at booking entertainment. The online contest will give the winner a chance to win a gift card from a retailer of their choice. The overall focus of STV will be on celebrating our retailers.

The Board was in favour of the proposed plans for Shop the Village to go beyond just an online contest and have in person activities and entertainment schedule.

Ottawa Street Markets –highlights of the pre-circulated proposal



Ottawa Street Markets is the umbrella brand recently launched by Beechwood Market Inc. Having started out as traditional farmers' markets, Ottawa Street Markets has evolved to include both onsite and online farmers' markets. The onsite markets go with the local growing season; the online market runs all year round. www.ottstreetmarkets.ca

We have been operating an online pick-up point in Westboro, Saturdays at the Cloud Forest Cafe under the Beechwood Market brand.

We suggest a partnership between the Westboro Village BIA and Beechwood Market Inc to introduce a new brand into the Westboro neighbourhood. In keeping with the 'Street Market' theme, we would introduce the *Richmond Road Market*.

The idea to help Cloud Forest get a stronger toe hold in the area, their Cafe would remain the host of the online pick-up point. The pick-up day would remain Saturday with a view to shifting it to Thursday evenings.

The longer-term vision is to gear up an onsite evening market consisting of 6-8 vendors on Thursdays in the parking lot behind the Cloud Forest Cafe. Some level of musical entertainment would accompany this.

Our group would manage all operations of the online pick-up point and the onsite weekday market. We ask that the BIA aid in promotion of both efforts and mobilize local community associations to also support both.

The Board expressed their support of this initiative.

Women in Westboro is the next event the BIA is planning for March. This will be an in-person event, we are waiting to hear from one of our retailers if they will host. So, location is still TBD. Same format as last year but in person. Kerstin Betts will moderate 5 female business leaders as they share successes and challenges over the last year and guests will leave with a goodie bag on their way out.

Adjournment 8:47 AM