



Westboro Village Business Improvement Area

Board of Management Meeting

November 18, 2021

Hybrid meeting: In person at The Savoy Brasserie

334 Richmond Rd, Ottawa

&

Zoom Meeting ID: 837 8047 9163

MINUTES

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

VIA ZOOM: Tara Hamilton, Steph Crockett-Chevalier

Regrets: Sheba Schmidt

Call to Order 7:09 AM

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

Approval of the October 21, 2021, Meeting Minutes was motioned by Erin Crowell, seconded by Alan Whitten. No opposed the motion was carried.

Kerstin Betts, the new RBC Bank Manager at the Westboro branch was introduced to the board, and she expressed her desire to fill the vacant position on the Westboro Village BIA board.

It was moved by Molly van der Schee to appoint Kerstin Betts to the board of management for the remainder of the 2019-2022 term, Rick Eisert seconded the motion. All were in favour. The motion was passed.

Advisement re: Pecuniary Interest or Conflict of Interest: None

Treasurer's Report by Alan Whitten

Overall, the expenditures are in line with what is expected there has been slightly less spending than usual but I believe there are typically large expenses at the end of the year.

Judy confirmed the large expenses are coming now: 75% of the cost for the holiday lights, Kitchissippi gift guide, Luxe Magazine, Ottawa At Home and the Light up the Village promotion.

Alan also noted the credit under remissions and he asked Judy to explain how a credit can be listed there.



Judy explained: A property owner challenged their assessed property tax value and the assessed value increased as a result of the decision. The BIA is then given a credit of the amount paid by the property owner under Remission. This credit will move to the reserve at the end of the year.

The board asked if any more money could be spent before the end of the year. Judy L. said we could invest in research data from Environic. The data can provide a footfall count of the people who has come to the BIA over last 12 months by month and also tell us how many people attended FUSE 2019 and where they came from for the weekend.

The board felt this would be valuable information for the BIA to have for strategic planning moving forward and for its membership.

It was moved by Rick Eisert to spend \$10,000 to purchase data from Environics. Erin Crowell seconded. All were in favour. The motion passed.

From here the meeting moved into budget discussion lead by Judy Lincoln.

We have included several new initiatives we would like to pursue for 2022, as an opportunity to try new things including Bell Box Mural, providing funding to Unplugged for a new mural, International Women's Day art installation, and small events around each of these. The city offers a research grant that is matching up to \$15,000. The BIA office would apply for this. Two other BIAs have successfully received funding for a three-year marketing plan. This would be key as we navigate the post COVID reality. The grant would pay for a three-year plan that would give solid direction for ongoing marketing including B2B, activations and our sub-brands.

A new expenditure for consideration is to hire a marketing firm to develop and help implement a plan for ensuring people know we are still open despite all the construction. While we are currently surrounded by LRT construction, we will have significant construction coming to Richmond Road within 12 months, and more construction to Scott St. The BIA office feels clear messaging and a campaign to navigate around this will be needed.

The banners along Richmond Road are reaching the end of their life span. The investment in them needs to be made every 3 years. We have found certain colours have faded significantly. From the Three-Year marketing plan we are hoping for direction on new designs.

We would like to strike a subcommittee for Member relations. Having spent time looking at different formats such as a block champion program I think this is the most sustainable way forward. This subcommittee would help with planning 6 member events per year, including our Women in Westboro Event, Let's Bike team building, and casual networking.

For 2022, we would like to outsource the social media again. The contract with Whiskeyjack will be expiring in the new year and we will put the contract out to tender.

The most challenging part of budgeting has been trying to predict what in person events will look like and cost in 2022. We don't know when the "end" of COVID will come and what to expect. We do know any events will cost more. I have budgeted for a significant increase in



insurance as I expect the insurance from the city will go up and we have a renewal on our Director & Officer insurance. From calls with FEO & OFN, we are hearing that every place you had previously used volunteers expect to pay staff. More screening, sanitation stations, etc will need to be in place. On a call with the team that manage road closures at Events Central, we have heard that they are predicting increased costs and challenges. They will be short staffed in 2022 and unable to support smaller events (such as FUSE). They also advised all construction projects and their subsequent truck routes will take precedence over events for road closures.

The BIA office has heard the construction behind Winston Square will be going forward next summer and be very disruptive to the square. We expect the large project at Churchill and Richmond will be moving ahead.

If we choose to not move forward with a large street festival for 2022, I would ask for \$20,000 for summer promotions. We would explore adding small scales performances, potentially at All Saints Anglican courtyard, events around art installations and support members in hosting events throughout the village. We would look for ways to add weekend activations without closing the whole street and build in measurement tools for key performance indicators.

The board was favourable to pause on FUSE for 2022 and we open to smaller targeted activations over the summer months while constructions project slated for 2022 begin along Richmond Rd.

The proposed final budget will be circulated by email to all board members to be voted by e-motion.

Judy Lincoln moved to the Executive Director's Report

The holiday lights, wreaths and snowflakes are up. We have some new signs being produced to highlight the lights and Light up the Village activities.

We will be activating the street in COVID safe ways. There will be carolers on Fridays from 4-6pm and Sundays 1-4pm. They will be at designated locations. We will also have Mrs. Claus and her elf assistant wandering the street on Saturdays to hand out gift cards as thank you to people shopping in Westboro Village. The gift guide for the Kitchissippi Times is fully paid for by the BIA and we are using the submissions from the gift guide to it to build our social media campaign for December. We will be running a social media contest giving away a \$250 gift card (purchased by the BIA) once a week for three weeks to the business of the winners choice.

We had a great response to the ad spaces in Luxe magazine and added a third page. The BIA is paying half the cost and the members are paying half the cost.

The BIA office will be redistributing the governance documents for an e-motion and approval at the board so we can take it to the AGM in January.

We have had a number of businesses sign up to make offers through I Work in Westboro in the past ten days.

New businesses coming to the BIA: Tokyo Smoke and KanaLeaf both have applications in the AGCO. Wuxley opened as a popup. Knix is opening soon. The old Baby En Route space is being divided in two commercial spaces. We are waiting on an introduction to the new business at the previously located Vanilla Boutique and Alicja Chocolates have begun curbside pickup from their Westboro location.



Baker Street has decided to close. We have confirmed both the building and the business of Whispers Pub have been sold to a developer called Y Street Capital.

Councillor's Report by Jeff Leiper

There have been many calls to my office with the discontent of the number of cannabis shops opening in the Kitchissippi Ward.

The Paid parking discussion has not been brought back, and I do not see this coming back for another year. Jeff Leiper is in support of paid parking.

Patio fees will be waived for 2022 however the application fee will stand.

New Business

The board would like the BIA office to explore hosting a hybrid model for the January 2022 AGM. A date in the week of January 10th is favourable.

Erin Crowell advised the board she had given her notice at Wall Space and therefore would also be leaving the board.

Motion to Adjourn by Molly van der Schee, Seconded by Rick Eisert. The meeting ended at 8:31 PM.