



**Westboro Village Business Improvement Area
Board of Management Meeting
June 16, 2022
Zoom Meeting ID: 837 8047 9163**

MINUTES

In attendance: Molly van der Schee, Rick Eisert, Kerstin Betts, Steph Chevalier-Crockett, Sheba Schmidt, Alan Whitten, Jeff Leiper, Judy Lincoln, Kandas Miller

Regrets: Tara Hamilton

Call to Order 8:06 AM

Approval of Agenda was motioned by Sheba Schmidt, seconded by Molly van der Schee. No opposed the motion was carried.

Approval of April 21st and May 19 Meeting Minutes was motioned by Alan Whitten, seconded by Molly van der Schee. No opposed the motion was carried.

Advisement re: Pecuniary Interest or Conflict of Interest - None were stated.

Treasurer's Report by Alan Whitten

As usual everything is in line with Budget. Few variances but not material. Revenue and expenses are inline with spending throughout the year. The audit is ongoing and is winding up shortly. The auditors are concluding on the COVID relief payments the BIA received. They feel we may not be eligible. If this is the case, the funds are available in the reserve fund to pay back the amount received from CRA.

Judy L. chimed in looking to flag to the board and Jeff Leiper's office, the auditors, Ernst & Young has outsourced the audit to an office in India. They presented the numbers for us to review in a format not generally used in North America the first time. This has been raised with OCOBIA and OCOBIA will bring this forward with the City of Ottawa as a concern from BIAs. Preference is to keep to local auditors as the work of the audit is very specific to our local BIAs. Alan W. was in support of OCOBIA citing efficiencies such as time difference and numerical system as issues.

Alan Whitten confirmed he will not stand for re-election at the end of the 2022 term.



Councillor's Report

Jeff L did not have a report but was open to taking questions.

Judy L. asked if there was any movement on the site plans and demotion plans for Churchill & Richmond and behind Winston Square?

Steph C-C. responded no confirmed date for the development behind Winston Square. They are waiting to hear back from Ottawa Hydro. Churchill & Richmond still no word from them.

Alan W. asked about the Tubman site.

Steph C-C. responded they are going through site plan right now. They submitted approximately 3 months ago.

Executive Director's Report by Judy Lincoln

Potential Remissions

The large remission on the books now is an accrual, meaning it is the estimated amount but not finalized. It may not be for this year or may be a different amount. We had expected some supplementary assessments this year, but MPAC has not yet made the zoning changes. When those come online, they will be backdated to the year it occurred.

At the moment, those remissions will put us approximately \$40,000 over budget for remissions. We can cut some small amounts from the budget we have not committed to this year, but it will be challenging to find \$40,000. This leaves us in the situation of potentially running a deficit this year. We have approximately \$200k in our reserve that we could use to cover this shortfall.

We do have \$8000 in unexpected revenue this year from the contact with OCOBIA to assist with DOBRF promotion and verification. We have drafted a proposed uses this for this fund.

1. In 2021 we had put out feelers to Dave Alston for a history walk for Westboro Village. He initially expressed interest but after a couple of attempts to re-engage with no word back, we decided to seek an alternate route with Great River Media. Discussions with Great River Media who are keen to pick up the History Walk idea and have advised we can use articles from the Early Days columns from the Kitchissippi Times. They also envision this growing year over year and sharing some of the costs. We would like to use a maximum \$4000 of the OCOBIA revenue to develop and implement the first phase of this idea in Q3/Q4 of 2022.
2. OMIC has a new executive director and they have received funding from the City of Ottawa to bring back City Sounds for this year. These shows must run on city property and in BIAs, with BIAs sharing some of the investment of \$400 per show. We would like to host between 4-6 shows, using Winston Square. If Winston Square is unusable, we would see if we could book the Churchill Seniors Centre Parking lot. Based on experiences learned last year, Lions Park is too far off the main street, we don't need as much space as the previous OMIC team suggested, and access to electrical is essential.



We would like to use \$2500 of the OCOBIA revenue for this. Shows would run Sunday afternoons beginning in July through August.

3. We have had initial conversations with the neighbours on Clifton and they are supportive of the Bell Box Murals, as is ACFO. They are going to consult with others and we would like to potentially close part of Clifton to enable people to watch artist work on the boxes, and the neighbours would organize their street party band. Potential date is September long weekend. We have the funds to pay the artists, but would like to use the \$1500 balance of OCOBIA Revenue to bring some “party” feel to the event.

Motion – Approve we will continue with the budget as is and use the \$8000 of unbudgeted revenue for the presented activities. Alan W. approves the motion and Sheba S. seconded the motion. No opposed the motion was carried.

Richmond Road Night Market

Begins on Thursday, July 7th, from 4-8pm in the Churchill Seniors Centre parking lot. This is designed to bring people on a regular basis to the street. Research conducted last year on “The Economic Impact of Ottawa’s Farmers Markets on Mainstreet Businesses” shows that markets can support the established businesses in area. For the Elgin Street Market 72.73% of attendees also visited businesses along the Elgin Street. At the Beechwood Market 65.57% of attendees also visited neighbouring businesses. These markets bring people to the area on a weekly basis. In fact, 82% of people surveyed said the presence of a market would influence their choice of neighbourhood.

We think this is a great partnership without the BIA taking on the full risk and managing the vendor bookings, and day to day market administration. The BIA books the parking lot, we have a signed MOU with them, there is weekly entertainment which we are partially funding. For an \$1200-\$1500 investment and a little bit of staff time we feel this is an activation worth the investment.

Pop-Up Cinema

We have booked Capital Pop-Up Cinema to return, and we will be using the Churchill Seniors Centre Parking lot. They are doing limited runs and have a preference to work with BIAs. Movie night in the Village will be Friday, August 19th, with the movie announced coming soon.

Kite Nights

Kicks off this week. The first night is a soft launch, as we had multiple delays in the booking of the parks. We encourage everyone to come out this Friday and see how it works and help build the excitement for future weeks. We like the opportunity to experiment with the economic benefit of making a purchase in a BIA business to get the registration. It drives people to the street in a different format than the event being hosted on the street and provides some reportable data. Skeleton Events has been dealing with the roadblocks and is ready to go for Friday night.

OCOBIA Update

They are in the final stages of a strategic plan refresh, which focusses on the themes of Advocate, Resource and Partner. They presented the preliminary plans at all members meeting for feedback before finalizing their immediate tactics at the board level.



Sheba S. was given the floor to speak on FUSE Street Festival. Requesting some consideration on a one-day sidewalk festival and to bring back the logo with promotional messaging setting “We’re Back”. Sheba S. is willing to be on a sub-committee to execute. There was not enough support from the board to bring back FUSE in this format in 2022.

Strategy Marketing Plan

The BIA office received 2 proposals from the RFP for a 3-year strategy marketing plan. One from Karma Dharma and one from Bowda. The board discussed the proposals and made a decision.

Motion – To move forward with Karma Dharma’s strategic marketing plan adding in follow ups in 2023. Sheba S. moved the motion and Molly v. seconded the motion. No one opposed the motion was carried. The board understands there will be an additional contract and cost for the follow ups.

Nomination Committee

We have had the first in multiple training options on running a board election. The first step is to establish a nomination committee. Thank you to Molly v. & Kerstin B. for agreeing to serve on the Nomination Committee. We have had followed up on all the leads sent to the office so far and Molly has been having secondary conversations with those potential candidates.

The next step is to know clearly from existing board members who will be putting their name forward and who no longer wants to serve on the board. Alan W. has identified that he will not be seeking re-election and with him, we have identified another property owner/manager who is willing and able to serve. Kandas Miller has put her name forward for nomination today as there is a vacancy, and she has identified that she will put her name forward for the election in January.

Immediately after the AGM/election, we will hold a board meeting where the board will appoint a chair, a vice-chair, and a treasurer. We know that we will need a new treasurer, and Molly is willing to serve on the board, but not as the chair position.

The best practices we have learned is to seek a diverse mix of skills and industries to be represented on the board, and WVBIA has tried in the past years to have a mix of property owners, retailers, and services. We seem to have always struggled to get someone with dining experience on the board. Ideally, the board, should represent the make-up of the membership.

Expansion

At the AGM, there was quite a bit of discussion around a potential BIA expansion and how to approach it. I have had conversations with other executive directors I have a clearer idea of the path forward. Additionally, several BIAs in Ottawa are considering expansion and OCOBIA may be hosting a session with on how to begin.

The first step is to strike an expansion subcommittee and identify the area that we would like to expand into. At this stage, most BIAs have hired a consultant who can identify which commercial properties are in the expansion zone and provide estimates of what each property would contribute to a budget in levies. This budget would have to include what street beautification, programming and promotions would cost by including them in the BIAs annual plans. We would



then need to work with those property owners and tenants to engage with them and gain their support for joining the BIA. The City of Ottawa offers a grant of \$5000 in January to support this.

Westboro is rapidly changing, and we are seeing commercial enterprises arise in areas where there were not businesses previously. This must also be taken in consideration when deciding on the new boundary.

A lot of the work on research and longer-term planning on the construction strategy should help when we have discussions with individuals in a potential expansion, as it can show them the value for the money, the longer-term planning of the BIA and examples of what we can offer to this new area. What was learned in 2017, was all of this is needed to show our due diligence and that we are truly bringing benefit to the expanded areas. There would be an increase in some budget areas including street maintenance, as we will be seeking the best options for holiday lightings, summer plantings, and banners in the expanded area. These investments could be made incrementally as we have done and continue to do on McRae. The BIA office will be working on a critical path for the fall and can advise the board on next steps.

New Business

Board Appointment

Judy L. introduced Kandas Miller to board. Kandas M. is a Director of Residential Properties at Colonnade BridgePort. Kandas' bio was circulated to the board prior to the meeting.

Motion – To appoint Kandas Miller to the current board vacancy. Rick E. moved the motion and Sheba S. seconded the motion. No one opposed the motion was carried.

Fall/Winter board meetings – In person or virtual and time

The board discussed different options. The BIA office will circulate a Doodle poll for time and email to confirm virtual or in person.

Adjournment 9:05 AM