



Westboro Village Business Improvement Area

Board of Management Meeting

May 19, 2022

Zoom Meeting ID: 837 8047 9163

MINUTES

In attendance: Molly van der Schee, Judy Lincoln, Rick Eisert, Kerstin Betts, Steph Chevalier-Crockett

Regrets: Tara Hamilton, Sheba Schmidt, Alan Whitten, Jeff Leiper

Call to Order 8:07 AM

Quorum was not established as there weren't enough voting board members at the meeting. The meeting proceeded as an update to the board.

Approval of Agenda – The agenda was not approved as quorum was not established

Approval of Meeting Minutes for April 21, 2022, board meeting – The minutes were not approved as quorum was not established, and will be deferred to the next meeting.

Treasurer's Report

Alan W. was not present at the meeting to provide a report.

Councillor's Report

Jeff Leiper was not present Steph Chevalier-Crockett spoke to some development files. The development of the two residential sites adjacent to Winston Square will most likely begin late July-early August.

The Tubman is site is moving forward with the site plan. This will take 9 months and can be seen on the City of Ottawa DevApps website.



Executive Director's Report by Judy Lincoln

Shop the Village Update

There has been two weeks of giveaways, and two weekends of activations. The first weekend of the community hub was great, with positive feedback. The Mystic Market had a successful day and are now seeking to host another market at the Churchill Senior parking lot. This is good for Westboro Village as these markets bring foot travel to our BIA area. The second weekend was challenging with lower attendance and incredibly hot weather. The third community hub is this weekend, with Ottawa Safety Council bringing their bike rodeo, the Envirocentre's Let's Bike team sharing program info, live Pirates with a pirate ship will be on site along with roaming entertainers.

Shop the Village has been about encouraging members to engage in the campaign at a level that works for them, including submissions for the Kitchissippi Times, Instagram live takeovers, and highlighting their businesses on social.

City Grants

The City of Ottawa has notified the office we will be receiving the research grant for the three-year strategic marketing and activations plan. We have the RFP ready and will be sending it out to firms today and tomorrow. We know that at least one of the creative agencies in the BIA is interested in bidding.

The BIA office has also been awarded the recovery grant for summer marketing and activations for our Kite Night event submission. We have had the initial meeting with Dave Hale of Skeleton Events and will have the second one tomorrow.

Black Iron has sent the BIA office the construction strategy contract. A motion will be required for approval along with a signature. This will allow us to get started on the construction strategy.

Downtown Recovery Fund

As part of the Downtown Recovery Fund OCOBIA contracted the BIAs to review applications, to ensure business address, contact and being open is correct. The contract was for \$8000. The office is working on ideas of where we can use these funds. This ties in with an opportunity we had initially pursued in 2021 and is coming to fruition now. We had tried to source material for a history walk, through Westboro Village with signs and QR codes to links to blog posts or articles about the history of the area. We had begun discussions with Dave Allston who writes the Early



Days column for the Kitchissippi Times and although he had expressed interest, we were not able to confirm his participation. We have had subsequent conversations this year with Great River Media who publish the Kitchissippi Times, and they are interested in using the Early Days articles to build the walk and make it a partnership. I would like to use the funds to build this walk so we can launch it in late summer or fall. Once we finalize the costs, we can use the balance of the \$8000 to round out summer programming.

Audit Update

We are one of the BIAs to receive the wage subsidy. The auditors are concerned that we did not qualify. Last year the amount we received was deemed immaterial so not a perceived issue by the auditors.

There are still concerns from the auditors for the 2021 fiscal year. The auditors have agreed that if one BIA can received a ruling on eligibility from CRA, they will accept that ruling for all BIAs. Christine Leadman is working with CRA to get a ruling. Should it be determined BIAs did not qualify then we will have to pay the funds back. For us this is not an issue as there is enough funds in the reserve to cover the amount.

Clean Up at Winston Square

We may need to re-evaluate the contract with LaFleur if a high rate of needle clean up continues after the one instance so far in Winston Square. It was not part of the original scope of the contract as it was not an issue on city property when the 2-year contract was negotiated.

Board recruitment

We have had a positive response from Colonnade Bridgeport about putting a director from their senior leadership team forward for board elections. I am hoping to meet with them and discuss it further.

Murals

We have \$1500 budgeted for the Bell Box murals and are hoping to move forward once we can connect with the Clifton Neighbours. We had budgeted a second \$1500 to share the cost of redoing the mural on the side of the Unplug Cannabis building, however we have since found out the property next door are scheduled for redeveloped, and the new building will be built right next to the existing building so a mural will no longer be visible. Typically, the life cycle of a mural is 5 years however, the developers have an aggressive timeline, and believe the building will be up before 5 years. After conversations with Unplug Cannabis, it has been decided not to move forward with the mural as the invest would not be guaranteed for 5 years.

Question to the board: Would you like us to pursue a different mural option for the \$1500 and see if there is a property owner interested in moving forward this year and needs a bit of funding to get it started?

The board agreed to pursue other opportunities with properties owners to use the available funds this year.

City Building summit



This event is being hosted in person at Lansdowne after being virtual last year. OCOBIA put out a call to see if BIAs would like to go, and the OCOBIA board members have filled the table, so I am considering purchasing an individual ticket. The summit is about what's next as we rebuild out of COVID. The focus from the City and Ottawa Tourism around the visitor economy is Ottawa is more than the downtown core it is also about visiting neighbourhoods. This BIA office is keen to be a part of this conversation.

Some board members expressed an interest in attending. The office will circulate the information and confirm who wishes to attend.

Data Collection

One of the goals of the office this summer is to collect data that shows what impact the businesses in Westboro Village BIA offer to the local economy.

The distributing of the I Work in Westboro cards has enabled us to collect a data point of the number of people working in our BIA. We are well over 2000.

The office is now working on collecting information about the patios in the BIA. The City of Ottawa is only charging the right of way patio permit fee and not the per square footage fee, we feel if we have more comprehensive data we can engage in discussions about the future of the patio programs.

New Business

A date of September 15th was tentatively proposed for the Audit and Finance for 2021 budget.

Adjournment 8:37 AM