



**Westboro Village Business Improvement Area  
Board of Management Meeting  
September 22, 2022  
Zoom Meeting ID: 837 8047 9163**

**MINUTES**

**In attendance:** Molly van der Schee, Rick Eisert, Kerstin Betts, Judy Lincoln, Kandas Miller

**Regrets:** Tara Hamilton, Alan Whitten, Jeff Leiper, Steph Chevalier-Crockett, Sheba Schmidt

Call to Order 8:04 AM

**Approval of Agenda was motioned by Rick Eisert, seconded by Kandas Miller. No opposed the motion was carried.**

**Approval of April 21<sup>st</sup> and June 16th Meeting Minutes was motioned by Rick Eisert, seconded by Kandas Miller. No opposed the motion was carried.**

**Advisement re: Pecuniary Interest or Conflict of Interest – None.**

**Treasurer's Report** - Judy L prepared an update in Alan Whitten's absence.

Audit, we are still waiting on the final audit from the city and will distribute it with a request for an e-motion for approval once it is received. The wage subsidy is still an issue. The auditors would like a written confirmation from CRA that BIAs qualify. Christine Leadman with Downtown Bank BIA is still leading the discussions. The sum of this situation is last year there was no note on the audit as the wage subsidy amount was immaterial however there will be for 2021. For those BIAs who did have notes, it did not impact their ability to apply for grants or implement programming. The City of Ottawa has confirmed this.

**Financial update**

We are doing well and have few budget lines over, such as summer promotions, but have the corresponding unexpected grants to show the same in revenue.

We are holding on a few projects or delaying them into next year due to the potential large remission. This includes sponsoring a bike repair station, painting the bike racks, and potentially moving banner replacement to Q1 of 2023.

**Councillor's Report** – Jeff Leiper was not able to attend. No report was provided.



## **Executive Director's Report by Judy Lincoln**

### Bell Box Murals

The street party on Clifton Road was a great success and an excellent opportunity for community building with local residents. The BIA's contribution to the street party were the painting of two Bell Box murals, a chalk and balloon artist. The BIA and the neighbours are thankful to the sponsors, RBC, Team Realty and Colonnade Bridgeport who supported the day with donations for ice cream, and entertainment. The painted nature inspired boxes can be seen next the ACFO building at the corner of Clifton & Richmond.

### Wickedly Westboro

The fall campaign will return with two key components. The two-week scavenger hunt and in person trick or treating stations on Saturday, October 29<sup>th</sup>. The BIA will be working with businesses and community members to host four stations spread throughout the BIA: one in each of these areas; the 100 block of Richmond Rd, on McRae, one at the old Whispers site, and one at Churchill Seniors Centre. We will have haunted decorated tents with candy and busker style entertainment at each station.

We will be approaching Superstore for pumpkins for businesses to carve and deliver those to members the week of Halloween. These pumpkins are for the internal contest for members to carve and encourage window decorating for the holiday as permitted.

We continue to hear how businesses are short staffed. We are cognizant not every business can take part.

### Light Up the Village

We will be installing holiday lights but would like to separate the turning on of the lights from the campaign. The lights and wreaths will be installed in time for the lights to turn on right after November 11<sup>th</sup>. The price for the lights is very large by turning them on right after the 11<sup>th</sup>, enables us to maximize this display as the community's response to the lights is always very positive.

The vision for the campaign is three weeks in December leading up to the holidays with a different charitable focus for each weekend, with "drives" for Toy Mountain, Cornerstone Housing for Women, and Westboro Region Food Bank.

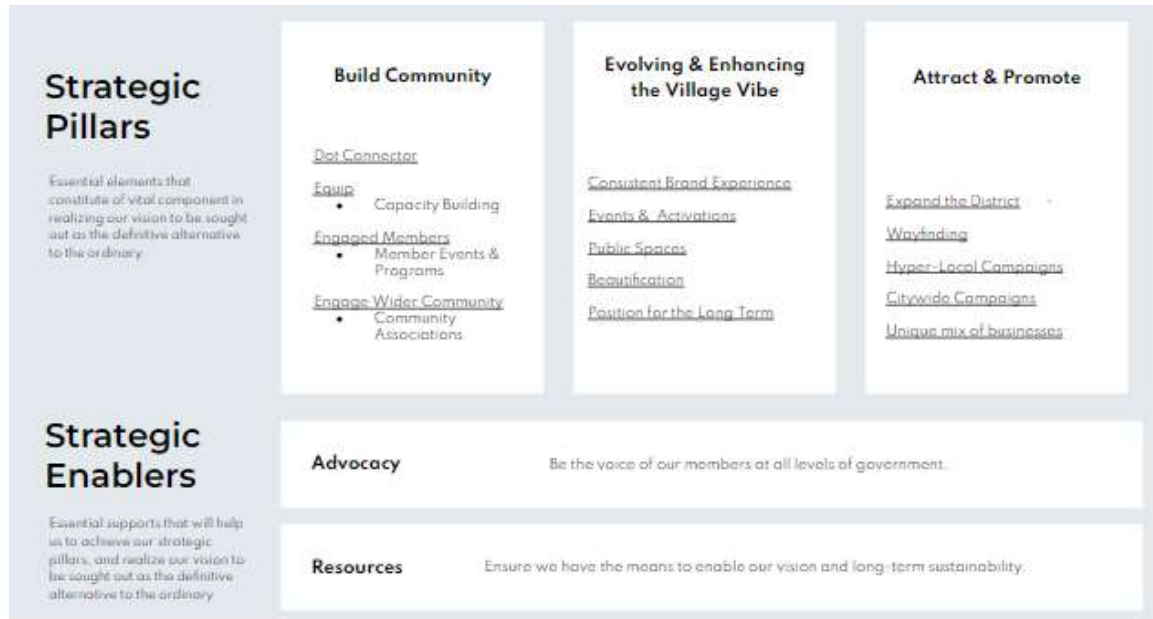
The BIA office is at a crossroads as to how to use the 6 pages of the December issue of the Kitchissippi Times. Originally the pages have been purchased for a gift guide, however members asked if we could feature overall businesses rather than items. Public feedback is that people are looking for specific items to purchase over the holidays. We are working through the options of how best to proceed. We could use the pages to highlight the Corporate Social Responsibility and giving of our businesses along with the details of the Light Up the Village campaign. We are working this and other ideas.



## Strategic Planning Update

Things have been moving quickly with Karma Dharma, and they have completed the Discovery phase, which included one on one interview, focus groups and member surveys. They have identified strategic pillars for moving forward. The next step will be to build brand messaging, a marketing plan and 12-month operational plan.

An overview of the reorganized strategic pillars:



Based on these discussions, research, emerging trends and continued economic rebuilding coming out of the pandemic, the recommendation for 2023 will be to continue to build regular events and campaigns throughout the year, and not have a large-scale street festival.

## Thursday Night Market Update

The market has wrapped up for the year a few weeks early. Despite heavy promotions, there was a lack of vendors and foot traffic.

## Truth & Reconciliation Day

Next Friday, September 30<sup>th</sup> is Truth & Reconciliation Day. The recent newsletter contained information about reconciliation for businesses. The office will be closed, and we plan on taking part in a reconciliation walk with Elder Albert Dumont along the parkway.

## Special Member Meeting

There were no signups from the membership for the special members meetings in September. We are seeking the board's feedback. Should we try a second reminder or push the meeting to October?

The Board agreed to push the meeting to October 25th instead of keeping the September date.



### Budget Feedback

We are building the budget and plans for 2023, and large part of marketing component will be coming from Karma Dharma's plan.

There are some keys areas we have identified, and we are seeking feedback from the board now, as we build the plan:

- HR – The BIA office ran many smaller events this year, through the execution of these activations, we have clearly identified the need for a third person. As we launch the expansion plan in 2023, there will be an increased workload in the office. We are working through what this position could be and initially are looking at an Operations & Communications Assistant. It would mean bringing social media management back in house.
- Street Beautification – We would like to make some improvements to Winston Square, including updating the tables, and installing patio style umbrellas and are considering branding both as Westboro Village. We are also looking for feedback on the holiday lights for 2023, as we would like to expand the lighting throughout the district and suspect the amount, we spend on the wreaths is not garnering the impact for the price.

Judy L. asked the board to send their feedback to her by email.

### Winston Ave Construction

The construction project began with the demolition in early September. We have worked through early concerns and communication issues with the general contractor and developed an email list specifically for businesses around the project who will be most impacted.

Outcomes: The BIA will request the City expand the loading zone at Winston Square along Richmond Rd will be temporarily for the duration of the construction to accommodate the delivery vehicles for the businesses west of Winston Square. There will be limited to no access on Winston at times during the construction.

The BIA office is waiting to hear from Hydro Ottawa of their plans to provide power to the new build. Options are either to trench through Winston Square or tunnel conduit with power lines under the existing concrete.

Excavation is expected to start in January and crane installation in early May.

Adjournment 8:40 AM **Motioned by Rick Eisert, seconded by Kerstin Betts.**