



Preston Street | OTTAWA

**PRESTON STREET BIA
BOARD MEETING
Tuesday, February 5, 2019
MINUTES**

Attendance: Antonella Ceglia, Tony Zacconi, Denis Matte, Cristina Forieri, Amanda Papalia, Steve Moffatt, Marcus Filoso, Amanda Cockburn, Lauryn Santini, Eric Diotte, Claudio Lepore, David Loan, Lori Mellor

Absent: Catherine McKenney

1. Approval of Minutes:

Moved by: Steve Moffatt

Seconded by: Antonella Ceglia

2. Approval of AGM Minutes:

Moved by: Marcus Filoso

Seconded by: Claudio Lepore

3. Approval of Agenda:

Moved by: Steven Moffatt

Seconded by: Tony Zacconi

Delegation by Alessio Monterosso and Gina Maddalena, Italian Week

The new committee has 13 people, a cross-generational group that includes Canadians, Italians, Italian- Canadians and other nationalities. They have worked to organize the structure to enable strong management of the event.

They have set three goals:

1. Develop the cultural aspects of the festival, to get all generations coming back to the festival.
2. Shift their approach to sponsorship. Builders are not coming on board this year, so they must broaden their outreach.
3. Push the Social Media and Website as communication tools and create more events.

This year, they would like to set up two main stages. One at each end of Preston Street, to draw people from one end of the street to the other. The programming on the stages would alternate between the two locations. The two stages are expensive (\$35,000 before talent) and they are trying to find sponsors. They are planning to replace the book with a souvenir booklet, updating the content and aligning it with what other festivals do. They would like to create a passport to Little Italy, and work with the restaurants to offer culinary adventures. The patrons could get businesses to stamp their passports for future discounts or freebies.

The Board asked Italian Week how much they get in grants? City of Ottawa: \$18-19K, Province: \$10K.

The previous version of the book cost \$10,000 to produce. The Passport would cost \$1500.

Cristina mentioned that the businesses are already providing musical acts, and there may be noise competition in those areas.

It was agreed that the Marketing Committee would meet with Italian Week to define the relationship the BIA and Italian Week have, clearly define each group's area of focus, and write a memorandum of understanding.

4. Election of Board Executive:

Chairperson: Antonella Ceglia and Tony Zacconi put their names forward for consideration as Chair. Both agreed that if they came in second, they would accept the position of Vice Chair.

Vice Chair: There were no other candidates than mentioned above.

Treasurer: Cristina Forieri put her name forward and was acclaimed.

Executive of Preston Street BIA Board of Directors for the term of 2019-2022

Chairperson: Antonella Ceglia

Vice-Chair: Tony Zacconi

Treasurer: Cristina Forieri

5. Chairman's Report:

5.1 Housekeeping: Binders, NDA, Code of Conduct, Acceptance of position

Board Members signed the above documents and received their policy and procedures binder.

5.2 PILTS: Payment in Lieu of Taxes

The Federal government is not required to pay property tax or BIA levy. They may elect to pay all, or some of what is assessed on the properties. In our case, they do not pay anything. We account for this in our levy request, so budget for a shortfall of up to \$30,000. The City wanted us to stop levying the Feds, and to spread the whole amount over the membership which would have resulted in up to a 6% increase in the levy for the other businesses and property owners. We asked the City to proceed as they always have, in order to reinforce our claim on the federal lands once they are re-developed.

5.3 Director and Officer Insurance

Board Members are protected under Directors and Officers' Liability Insurance. The Policy document is available for review in the BIA office.

5.4 City Council Representative:

The City has appointed Catherine McKenney as their representative on the Board. David Loan will represent the Councillor at our board meetings.

5.5 Preston Criterium Bike Race:

The Bike Race sub committee is reviewing other locations with the organizers. The aim is to have two to three routes and alternate the route each year.

5.6 Integrated Street Furniture Program

The City is developing an integrated street furniture program in order to assist them in streamlining inventory and parts and managing the program more efficiently. We have been successful in lobbying to keep our distinct benches. Our waste bins, however will be replaced with a new standard. The current bins open from the front and are difficult to access for emptying in the winter. The new standard may have to have three bins to enable separation of waste for recycling. These bins have a much larger footprint than our current bins. We are concerned that with our limited space in the right of way, we will end up with less than the 20 bins we currently have. We have asked the City to increase the number of bins, as currently, there are long distances between bins and people are dropping their trash in the right of way.

5.7 New Board Priorities Discussion:

5.7a) Governance, Constitution, Term limits: It was agreed that a Governance Committee will be struck, chaired by Steve Moffatt and including Marcus Filoso, Claudio Lepore, Antonella Ceglia and Tony Zacconi. The first meeting will be held March 13th at 10:00 am.

5.7b) Marketing, Strategic Plan, Events Plan, GRM, Social Media, Website: It was agreed that a Marketing Committee will be struck, chaired by Antonella Ceglia, and including Amanda Cockburn, Marcus Filoso, Claudio Lepore, Amanda Papalia, Lauryn Santini, Tony Zacconi. The first meeting

will be held Wednesday February 13th at 10:00 am. (Note: owing to storm, was rescheduled to Tuesday, February 20).

6. Councillor's Report:

6.1 2019 City Budget

The draft budget will be tabled at City Council on February 6. Committees will then hold special meetings over the next few weeks to review their piece of the budget; to hear from individuals and groups; and to make recommendations. Among the priorities for Somerset Ward are stronger police services, particularly around vehicle and property crime; road and sidewalk winter maintenance; and improved housing and transit. Please watch the City of Ottawa web site for details of the meetings.

6.2 Queensway Overpass

MTO is planning to install a new Queensway overpass this spring. Some work, including tree removal, has already been done. We understand MTO has agreed to provide a detailed presentation on the work.

6.3 951 Gladstone development

There is a Zoning By-Law Amendment and Official Plan application currently circulating for 951 Gladstone Ave and 145 Loretta Avenue close to Preston St. The application is to permit a mixed-used development with office, retail and residential uses in three high-rise towers at 30, 35 and 41-storeys in height. A public meeting held on February 4, 2019 had about 75 attendees, with the main issue being the loss of space for arts and culture.

3. Financial Report: The Financial report was attached to the Minutes package.

4. Other

Carry forward items

1. Italian Festival SEAT meeting
2. Ferrari SEAT meeting
3. Bike Race SEAT meeting
4. Repair arch lights
5. Italian Festival organization
6. Office ceiling repairs and repainting
7. Minutes put up on website
8. Website business directory clean-up
9. MTO meeting with membership re: OTrain bridge replacement.
10. Queensway Encroachment Permit extension
11. Office entry system.
12. Street Décor
13. Vinyl Wraps- Deficiencies will be addressed in Spring
14. Presdelicious- 2019 version in progress
15. Queensway Bridge replacement, lighting and electrical plan.
16. Bollard repair (under Queensway)
17. Treelight maintenance
18. Graffiti management
19. Albert Archway location and design partnership.
20. Retail Gap Strategy
21. Boundary Expansion