



Preston Street | OTTAWA

**PRESTON STREET BIA
BOARD MEETING**

**Tuesday, November 6, 2018
MINUTES**

Delegation: John Ferguson, Chair Wellington West BIA, re: formalizing OCOBIA

The Ottawa Council of BIAs (OCOBIA) would like to formalize and is asking for a contribution of 1.5% of our levy (\$7000). John has come to the Board to explain why Wellington West is on board.

John told the Board that OCOBIA had done a survey of the 19 BIAs and learned that the goal to be the unified influential voice with the City had not been accomplished in the 6 years that they had been operating informally. The City's interactions with us have been token, as the City does not recognize the value of BIA's contributions. There have been personnel changes in the BIA Economic Development liaison three times, and support from City Staff and the Mayor is lacking. A formalized association would enable the hiring of an executive director who would be officed at City Hall and would work full-time on advocacy for the interests of BIAs in Ottawa. This person would be tasked with communicating the value of BIAs and improving the City consultation process. The proposed levy would raise \$90K. \$10k to incorporate the association as a not-for-profit, \$75k for the Executive Director, \$5K to set up the office.

As for governance, all 19 BIAs would be considered voting members, though only those who contribute would be considered Members in Good Standing and eligible to sit on the Board of Directors.

Delegation: Terry Tyo, Great River Media, 2019 plan.

Great River Media reviewed 2018 events and social media activity. (See attached Preston 2019 Proposal).

For 2019, the "big idea", is a video program that features our members teaching how to do something that they have expertise in. The rationale behind this campaign is two-fold. First, we garner the most attention and social media response when we focus on the People on Preston. Our Members have loyal customers and friends who boost any posts that feature them. This expands the reach of the Preston Street BIA's followers. Secondly, video is critical to giving us social media prominence and raising our profile in google search, where their algorithms prioritizes video over all other posts. The videos will be posted over social media channels, be hosted on our website, and be added to the Preston BIA YouTube channel.

This new program will not increase the budget from 2018, but GRM will be looking for a co-pay of \$100 from the members. Past experience has taught us that if Members are paying for a service, they are more responsive to meeting deadlines and cooperating with the Video crew on being available when appointments are booked.

Attendance: Denis Matte, Cristina Forieri, Antonella Ceglia, Amanda Papalia, Steve Moffatt, April Miller, Tony Zacconi, Catherine McKenney, Lori Mellor

Absent: Mario Giannetti, Brian Murray, Genevieve Dowling,

Approval of Minutes:

Moved by: Amanda Papalia

Seconded by: April Miller

Approval of Agenda:

Moved by: Steven Moffatt

Seconded by: Antonella Ceglia

1. Chairman's Report:

1.1 2019 Draft Budget:

The draft budget was presented for review by the Board. Owing to a shortage of time after the delegations, the Board approved the following time-sensitive items: Winterlude banners; Presdelicious- to be held March 1-10, 2019; Where and Ottawa Magazine ads to support Presdelicious; Dragonboat Ice Races; Great River Media 2019 plan (in order to allow them to proceed with Preston How-tos video. The Board did not approve the Disco Skate event for 2019.

2.2 Night Lights is November 17-18

2.3 Reminder: AGM is Tuesday, January 15th, 6:30 pm Sala San Marco

2.4 Reminder: Board Bios and intentions to run are needed by the Executive Director ASAP

2.5 MOTION: To approve Tony Zacconi as Board Member

Moved by: Denis Matte

Seconded by: Cristina Forieri

Carried

2.6 OCoBIA Levy:

The Board had a discussion about joining the formalized BIA Association. The cost would be 1.5% of our levy (around \$7,000). The Board that BIAs do not have the respect or awareness for what they accomplish on their Main Streets from the City and Press. The Board is not clear on what specific areas of advocacy this association is aiming to accomplish on behalf of the proposed membership. There was concern expressed that the total budget for this new association would not be sufficient to attract the calibre of Executive Director/ Lobbyist that would be needed to accomplish the mandate and anticipates that the fees would continue to rise in subsequent years.

There was also concern expressed that Preston St. would lose the ability to advocate on their own behalf. After much discussion, the Executive Director was instructed to respond that we would sign on for one year, if 75% of the 19 Ottawa BIAs come on board at the 1.5% of levy amount.

We are awaiting confirmation of membership from OCoBIA.

4. Councillor's Report:

4.1 Governance Report: The Councillor advised the Board that the City would be receiving the Governance Report on November 28th. The Governance report is a review of how City Hall is operating, meeting its mandate, managing its people and departments. This report could impact how BIAs and other local boards of the City operate. It can also address the corporate structure of the City, and impact how departments are staffed and managed.

4.2 New Term of Council Priorities: With every new term of Council, our elected officials led by the Mayor's office determine what the Term of Council Priorities will be. The Term of Council Priorities (ToC) define what the City plans to accomplish over the four-year term. The Councillor suggested this could be our opportunity to advocate to give Economic Development a stronger voice at the City, and

From the ToC Priorities, the City develops its strategic plan, which addresses the five points below:

- Strategic Priorities, that represent the highest level expression of what the City hopes to achieve during the Term of Council;
- Strategic Objectives, which specify what outcomes are expected to be achieved during the Term of Council for all priorities;
- Strategic Initiatives, the projects or programs undertaken by the City that will contribute to the achievement of the specific objectives for the Term of Council, and their associated resource requirements;
- Performance Measures, that will help monitor Council's progress against objectives throughout the Term of Council, as outlined in the City Balanced Scorecard; and

- Alignment of initiatives with the oversight responsibilities of the Standing Committees, the Information Technology Sub-Committee and the Transit Commission for specific elements of the City Strategic Plan during the Term of Council.
(From Councillor Keith Egli's newsletter posted August 5th, 2015)

For 2015-18 these were the priorities: Economic Prosperity (EP), Transportation and Mobility (TM) Sustainable Environmental Services (ES), Healthy and Caring Communities (HC) Service Excellence (SE), Governance, Planning and Decision-Making (GP) Financial Sustainability (FS)

4.3 Councillors input on formalizing OCOBIA:

The Councillor felt that the Board agreeing to fund the formalization of OCOBIA (under the conditions noted above) is a good idea but cautions that we must ensure we don't lose the right to advocate with the City on our own behalf.

4.4 Transportation Master Plan Update: The TMP will be updated in this term of council. As well the Official Plan will be reviewed in advance of its update in 2020.

The Councillor was asked if an area traffic management study to support an eastbound on-ramp to the Queensway, could be included in the budget. The Councillor responded that this had already been turned down by the Ministry of Transportation. The ED responded that they had hired IBI group to propose an alternative that would overcome the concerns the MTO had raised about tailbacks and overlapping on and off-ramp traffic, by locating an eastbound on-ramp at Booth, and removing the existing east-bound off-ramp at Bronson. The Councillor reiterated that that MTO had said no. The ED responded that the MTO had not turned this alternative down, only deferred to the City to complete an area traffic management study, before they would engage further in the discussion. When we asked the City for the traffic study, we were told that it was not included in the Transportation plan, so there was no funding for the study. For this reason, we are requesting that the study be included in the current revision of the TMP. The Councillor responded that she would not support this request. She believes that if you increase road capacity, you attract more cars. She is also against Queensway widening. The Councillor then left the meeting.

The Board continued to discuss this item and reiterated that they feel the ramp is critical to managing traffic flow out of the area. They acknowledged that this request may be pre-emptive and were concerned that if we press for the transportation study now, and the results don't support the need for a ramp based on current traffic volumes, we would not be able to convince the City and the Province to revisit this later.

The traffic engineer at IBI Group had said in his report that "Rendezvous LeBreton would be required to complete a Master Transportation Plan to review the transportation impact to Downtown/ Centretown of which access to the Queensway should be a part, to mitigate the impact on local streets."

With this in mind, the Board decided to take no steps to pursue the ramp at this time. It is the Board's hope that this will be addressed by the Rendezvous process, so we would not take any steps until that process had been formalized. The Executive Director was instructed to ask the Councillor to ensure that the BIA is looped in on all planning circulations related to the LeBreton site.

5. Financial Report:

6. Other

Carry forward items

1. Improved Business Directory entry on website- completed
2. Vinyl Wraps- Deficiencies being addressed
3. Winterlude banners in progress.
4. Night Lights- Completed
5. Porchfest- Completed
6. Election Rules- Completed
7. Policy for Disposal of Property- Completed
8. Presdelicious- 2019 version in progress
9. Bambini flag replacement and L' Italia
10. Queensway Bridge replacement, lighting and electrical plan.
11. Bollard repair (under Queensway)
12. Treelight maintenance
13. Graffiti management
14. Albert Archway location and design partnership.
15. Retail Gap Strategy
16. Boundary Expansion