



Preston Street | OTTAWA

**PRESTON STREET BIA
BOARD MEETING
Tuesday, March 6, 2018
MINUTES**

Delegation from Dems and Doll; report on DiscoSkate

Sarah Astwood and Chris Seiler from Dems and Doll reported that they were very happy with the first event. There were 900 attendees the first night and 700 the second night. They have received very positive feedback on the event and social media response was excellent. The illuminated tree, rabbit and fox were a big hit. The Fire Poi drew large crowds. Any future events, they would like to create even more interactive pieces. They would mount signage on Preston and Somerset Streets, they would arrange to start set-up earlier. The event raised 479 pairs of socks some scarves, briefs and hats for the Ottawa Mission,

Delegation from Great River Media:

DiscoSkate: To create a buzz for this event they wrote stories that were placed in Kitchissippi Times, Ottawa Business Journal, and shared it over the websites and social media for both. They reached 100,000 through all of these channels. The value is \$5000, but there was no extra cost to us for this.

Meet me on Preston Calendar: They are now printing the calendar on both sides so that it can be read inside and outside of the businesses. In addition the Gladstone is mounting a blown up version in their lobby.

Website: They are posting 35 events on the website per month, and this is the #1 reason people are going to our site. Change in traffic indicates that the website is being used as a Yellow Pages, so it is very important that the listings are up to date.

Video: has had 2000 views on YouTube. The demo video was too long, they recommend that the top three things to do on Preston this week be filmed in individual sound bites and fed to the SM channels in three stages. Terry recommends we start in April and run it every Thursday for 12 weeks, to determine if it is successful, and should be continued. The monthly cost is \$500 and was included in the budget.

Presdelicious: They are in touch with Antonella to learn what worked for them last, in order to provide best practices to this year's participants. In March they are reaching out to businesses to participate. April 1 the application forms will be on-line. May 1 the press release will go up on the website. June 1st the public Marketing campaign begins, Event is July 20- August 2nd.

Attendance: Denis Matte, Cristina Forieri, Delio D'Angelo, Brian Murray, Amanda Papalia, Lori Mellor

Absent: Mario Giannetti, Steve Moffatt, Antonella Ceglia, Emily Ienzi, Catherine McKenney

1. Approval of Minutes: With amendments:

Re: Delegation from Gladstone MOTION:

Minutes are to state that Delio D'Angelo abstained from voting on this, and that Lori Mellor voted in favor of this using Brian Murray's Proxy.

Moved by: Denis Matte

Seconded by: Amanda Papalia

Carried.

2. Approval of Agenda:

Moved by: Delio D'Angelo

Seconded by: Cristina Forieri

3. Chairman's Report:

3.1 **Annual General Meeting:** On March 5th, (6 weeks prior to the AGM) the second electronic newsletter was sent that including the Annual Report. This newsletter also has the RSVP NOW link. A final reminder will be sent by email two days before the RSVP deadline (Wednesday April 4th). This will also have the RSVP NOW link. Currently there are 24 people attending.

3.2 **Constitution, Election, Eligibility for Vote and Proxy:** The Board went in Camera to review the City lawyer's clarification of the rules.

3.3 **Presdelicious:** Covered by Great River Media.

3.4 **Mother's Day Promotion:** For the April calendar we are doing a promotion on how easy it is to find the perfect gift for Mom on Preston Street. We will be running a contest over the social media channels. To enter, they must send their favorite story of their Mom. All entries will be put into a draw that will take place on May 11th. We need Board members help to get prizes donated from our membership.

3.5 **Potential New Board Member: April Miller from EVOO and Mati:** The committee met with April and found her to have excellent qualities to bring to the Board. The Board asked that she be invited to join. The committee will also be meeting with **Jen Dowling of N-1 Thai Kick** boxing, right after the Board meeting.

3.6 **Signal Box Wraps:** Emily and Antonella were not at the meeting so this is tabled.

3.7 **House Keeping: Board Paperwork, Policy Binders:** Board members were required to sign Code of Conduct, and Confidentiality Agreement, and were given binders that contain all of our policy documents to date.

3.8 **DIY Application:** Opera in Piazza: Denis received an emailed application for DIY funding for an ongoing opera and cinema night each Sunday between June 25th and August 27th. The Board expressed strong interest in this programming and will ask Mr. Filoso to present to the Board at the next meeting.

4. Councillor's Report: The Councillor was unavailable.

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

6. Other

Carry forward items

1. Bambini flag replacement and L'Italia
2. DiscoSkate Night
3. Queensway Bridge replacement, lighting and electrical plan.
4. Bollard repair (under Queensway)
5. Presdelicious
6. Queensway Mural and Lighting repair and maintenance.
7. Signs on Trillium Pathway: in progress
8. CycleFriendly tourist area designation
9. Tree light replacement- ongoing
10. Albert Archway location and design partnership.
11. Retail Gap Strategy
12. Boundary Expansion
13. Procurement Policy