



Preston Street | OTTAWA

**PRESTON STREET BIA
BOARD MEETING
Tuesday, April 10, 2018
Meeting Notes**

NOTE: THERE WERE NOT SUFFICIENT BOARD MEMBERS IN ATTENDANCE TO ACHIEVE QUOTA, SO THIS IS TO BE VIEWED AS A MEETING AND NOT A BOARD MEETING.

Attendance: Mario Giannetti, Cristina Forieri, April Miller, Catherine Henry, Lori Mellor

Absent: Steve Moffatt, Antonella Ceglia, Emily Ienzi, Delio D'Angelo, Amanda Papalia, Brian Murray, Gen Dowling

1. Delegation by Ken and Dana Klappholz, Ottawa Porchfest

Ottawa Porchfest will take place Saturday September 8th from 1:00 pm to 5:00pm. That evening there will be a concert in Parkdale Park. This year they would like to include the Preston area. The event is 100% family-friendly and no alcohol is served. Attendance is free. For Preston he sees them providing musicians for 10-12 locations. This year, they will be adding actors, and poetry readings. The event is advertised through the Kitchissippi times and CKCU, they also garner a lot of earned media for the event. Last year they spent \$1500 for printing posters for the Wellington West area. This year they would advertise in separate editions for Preston, Hintonburg and Wellington West. The event is mostly run using volunteers, however they do need to hire some people.

If the Board opts to move forward, they would visit the businesses to determine who is interested in participating. Then an Artist is connected to the business owner to organize their show. There is no cost for the businesses. Past experience is that the event "brought record breaking crowds to the businesses". The audience is thirty somethings. Businesses may have two to three acts. They would post a card at the business to say who is playing and when. There is an on-line map that lists all of the locations and artists. The festival goes rain or shine. They would be looking to us to pay printing costs of up to \$2,000. The posters would be put up one month in advance.

2. Delegation by Michel Frojmovic, Acacia Consulting re: BIA Census Project

The Census would include the following:

- a) Door-to-door, floor to floor census. First on foot and over internet to minimize interaction with Bus. Owners.
- b) Up-date the business directory on the website
- c) Provide a demographic profile of the people within a ten-minute walk from Preston St. Compare 2016 census with 2006.
- d) Inventory of development applications approved, and number of units, to give insight into how this area might develop in the next ten years.
- e) Inventory of parking spaces
- f) Inventory of home-based businesses that can be seen by signage in the area.

The total cost is \$15,000. There is a grant available from the City that would cover \$7,500. The deadline for the grant application is one week away. For this reason, a decision needed to be made. This initiative was approved.

3. Discussion about Board Attendance.

The poor attendance of board members is a growing concern as it is impeding the Boards' ability to move initiatives forward. Attempts have been made to reschedule the board meetings to better accommodate the needs of the members, but attendance has not been improved. The board members will be presented with their attendance records and asked to give serious consideration to their commitment to remaining on the Board. Since we are going into a Board election year, it would be helpful for the administration to know who wishes to remain on the Board, and agrees to attend on a regular basis, and how many vacancies there will be to fill.