

OTTAWA STREET B.I.A. BOARD OF DIRECTOR'S MEETING
THURSDAY, JULY 13, 2017
204 OTTAWA STREET NORTH 8:00 A.M.

Board Minutes

A. Jackman	W. Kemp	D. Trikas
N. Leo	M. Burns	J. Prouse
K. O'Brien	K. James	Regrets- H. McKinney
E. Grad	S. Clarke	
M. Heddle	M. Anderson	

1. Welcome and Introductions – N. Leo

2. Minutes from June 8, 2017 Board Meeting – N. Leo

MOTION by M. Heddle to pass the minutes of June 8, 2017 board meeting.

2nd: E. Grad Carried

*Reminder to read the minutes before the meeting to save on time.

3. Treasurer's Report – W. Kemp

- a. BIA \$78,231.97 Cont: 10,010.67
- b. \$7,400 transfer out of BIA to contingency yet to occur.
- c. Audit for 2016 is winding down within the next 2 weeks. Intend to have for review at August meeting.

4. Committee Updates

Marketing – J. Prouse

1. S. Clarke reports that the BIA magazine had very little interest in ad dollars as it is the first time to try to get it out. Did not approach everyone on the street, nor scout for dollars outside of the BIA. Recommendation for it to go digitally and be on NextIssue, easy to download/share. Printing to approach in the future. H. McKinney still working on fitness article. No ad content for the online addition.
 - a. Committee to work out on whether to go solely digital or print
 - b. Comment: whole mag should not be sponsored by BIA merchants, there should be outside sponsorship. Ancaster/Westdale did this magazine and only put out one edition
2. YouTube channel: S. Clarke working on Canada Day video, pending July 15 posting. Next topics will focus on individual shop owners-Painted bench then others.
 - a. Comment: need to get the videos out more and bigger views, otherwise this is not a good use of admin time.
3. Next meeting: July 20, 9:00 BIA

Beautification – W. Kemp

1. Globe lights: City staff have opened some of the lights. M. Anderson will follow up on globes at night when she is here late.

2. Weeding: was done on the street quickly and well. ACTION: S. Clarke to request a schedule of clean up. Also call for trimming the sidewalks.
3. Hanging basket brackets at Dunsmere: only one is good, will get another one to have the flower baskets hanging.
4. New banner brackets expected to be installed by next meeting (August)

Events –M. Anderson/M. Burns

1. Saturdays in July: lots of families came out for both. Meet the Makers had 10 business involved which was way more than last year. Lots of activities in the parkette and merchant spaces.
2. Canada Day on Friday: a lot of momentum as it was the day before and we were the ‘only game in town’ offering an event. We had a grant from the City so we were able to do more than in the past. Buttons were a huge hit! Events committee to discuss if they want to move forward with this next year. Media was here (spec, chch, klite) and we did not pay for any of it. It was also mentioned in Hamilton Discovery.
 - a. J. Prouse has federal doc re merchants being open on holidays.
 - b. ACTION: end of Saturdays in July M. Burns will physically survey the merchants on response.
 - c. ACTION: create a wrap up Document to thank and highlight the events. Could be added to the news letter
3. Next Meeting: July 18, 2017 8:00 am BIA
4. Tents: BIA needs 1-2 pop up tents: certain vendors we invite should have covered space for event days. Branded \$800-\$1000, Walmart tan \$98. Proposal by M. Burns to purchase 2 tents with wheel pull case in neutral colour with sun wall. Purchase BIA banner to string across the tent as way of branding.
Motion: by M. Anderson to purchase 2 10’x10’ tents for events and BIA use.
 1st J. Prouse 2nd K James Carried
 ACTION: M. Burns to get branding banners for tents quoted and designed for committee approval.

5. BIA Advisory Committee Report- S. Clarke

- a. Marketing evaluation report (which is public) they have completed 4/5 BIAs and OSBIA will be in the next batch to be done. In the past 3 years 13 BIAs have participated.
- b. Barton BIA seeing vandalism due to a group against Toronto monies coming in. Police continue to say report, report, report. “Tower” action group to keep out gentrification: they are posting false reviews on social media platforms with nasty intentions. Recommended that merchants have camera and security.

6. BIA Coordinator– S. Clarke/ M. Burns

- a. Nothing to report

7. Board Vacancies-N. Leo

- a. Everything has been approved and it did not have to go to City Council for approval as the BIA received no objections from its members to carry out the change.
- b. As of September 2017 J. Prouse will be stepping down from the Board due to outside commitment which will not allow for participation. Still happy to help when possible and sad to depart.

8. Other

- a. Website Update approved and work at Orbital. Transfer of old to new is happening with the assistance of Jessie and Lindsey. Seems to be ahead of schedule with no issues so far. Mid August complete.
- b. USER/PSWD BIA Board does not have complete list of user/pswd. M. Burns and S. Clarke to bring doc to today's meeting. M. Burns offers hers. S. Clarke to follow meeting with anything that is missing.
 - i. ACTION: YouTube to be changed over to BIA info@shopottawastreet.com
 - ii. To use standard name and pwsd on other platforms and have Chair/Vice chair for responsible to move it to the next board.
 - iii. ACTION: M. Burns to set up Chair@shopottawastreet.com; Info@shopottawastreet.com to be sent to chair as well.
- c. Air Conditioner: N. Leo is waiting for another quote. Suspected compressor is the issue. On really hot days contractors to work from home; call in or come in to post notice of where merchants can contact them with inquiries.
- d. Washrooms: Issue of merchants sending paying customers to the BIA for washrooms. As stated previously, the BIA is not a public washroom and does not have insurance to cover it.
 - i. ACTION: S. Clarke to send out communication again BIA washrooms not being public.
 - ii. Note: other BIAs do not have public washrooms, except for Dundas as they are accessible through the city hall and the bathroom is run by city hall.
 - iii. ACTION: Coordinators take a check list of how many people use the bathroom daily and report back.
- e. Graffiti and Weeds: complaints from merchants about graffiti on building façade for over a year and worried it might encourage more. Summer is a great time to clean up.
 - i. ACTION: S. Clarke to call Bylaw to ticket all weeds and graffiti. Executives to also give her specific addresses that have been brought to their attention.
- f. Outstanding Monies from Sew Hungry: Cool Jims Etransfer was not accepted by admin and thus never deposited. 30 days to get monies. Emails have been sent to collect. ACTION: N. Leo will call to collect.

9. Dismissal

Next Meeting: August 10, 2017