

OTTAWA STREET B.I.A. BOARD OF DIRECTOR'S MEETING
THURSDAY, AUGUST 8, 2019 8:00 AM
3 BRITANNIA AVENUE
MINUTES

W. Kemp
M. Anderson
M. Heddle
K. James

E. Grad
H. McKinney
K. James

Regrets: A. Terveld, M. Spadafora, S. Bertolozzi
Absent: R. Gallant

Visitor: B. Cartwright

1. Welcome and Introductions – N. Leo

2. Minutes from July 11, 2019 Board Meeting – M. Anderson

MOTION to pass the minutes of July 11, 2019 board meeting.

1st M.Carruth 2nd: M. Heddle Carried

2A – Sauro Bertolozzi from Pura Vida has resigned from the Board effective immediately due to various business commitments, leaving a vacancy on the Board.

3. Treasurer's Report – W. Kemp

- a. BIA \$55,839.66
- b. Contingency \$5,023.50 (\$10,000.00 paid for balance of Christmas stars). Will be reimbursed when monies received from Main Street Revitalization.
- c. Wendy to check on monies from the City Enrichment Fund for Sew Hungry.

4. Committee Updates

Events/Marketing – M. Heddle

- Maggie sat down with the Events Committee and did the preliminary outline for Sidewalk Sale, Halloween and Christmas Shopping Day
- Customer Appreciation Day had very low attendance due in part to the extreme heat on that day
- Murray had hot dogs left over at the end of the day
- Vehicles were stopping for the free hot dogs and not remaining on the street
- Events committee to discuss the feasibility of the summer events
- **Marketing** – Wendy asked for a motion to approve the purchase of 8 branded banners and 6 Christmas banners, to replace to the damaged/missing banners and to have a small supply in stock for future replacement
- There was a discussion regarding the colours of the back of the banners, replacing banners with a more uniform colour. Most cost effective at this time is to replace the damaged banners and to discuss the overall branding at a later date.

MOTION: to approve purchase of 14 replacement banners at a cost of \$1617.00 from Classic Display. First – Michael C., 2nd – Melanie A. All in favour. Carried.

Beautification – W. Kemp

- Wendy presented the 2019 Beautification budget for the Board’s perusal
- Discussion regarding the maintenance cost for banners and Christmas stars
- Beautification has paid for the banner maintenance in the past, however, Beautification has paid for the 2018 Christmas maintenance fee.
- Discussion to have Beautification to be responsible for the cost of the Christmas star maintenance and Marketing to cover the cost of banner maintenance for 2020
- **Parkette** – there is a serious problem regarding the maintenance. Michael C. called the City to complain and they did a superficial clean up. In the past, we have called the City prior to events to have it cleaned. Wendy spoke with Marcia Monaghan at the same time and discussed the situation. At the end of the conversation, Wendy suggested that we could somehow split the cost of the parkette maintenance.
- Wendy will obtain some quotes for the parkette to be kept clear of weeds, on a regular basis, from April to September.

BIA Advisory Committee Report – A. Terveld

- Ariane arrived at the meeting to find that it had been re-scheduled to the following week
- Ariane will be attending the meeting next week

BIA Coordinator

- Catherine Johnston has been off on sick leave since May 30, 2019 with no indication as to a return date
- The office is getting behind on Events and City matters and the current situation is not sustainable
- There is a need to hire a person for Events and Office Administration on an employee contract position
- A Hiring Committee was formed – Mike Heddle, Michael Carruth, Helena McKinney, Eva Grad
- First meeting Monday September 12th 8:00 am

OTHER

- Insurance costs for Events has increased dramatically.
- A new insurance broker to be sourced – 3 quotes required
- Suggestions and recommendations are welcome
- Jennifer to check computer for a Policy and Procedure By-Law
- A call out for Events Committee members

Meeting adjourned

Next Meeting: September 12, 2019 at the BIA office 3 Britannia Avenue