

**Ottawa St N B.I.A Board of Directors Meeting**

**April 11, 2019**

**3 Britannia Avenue, 8:00 AM**

**Board Minutes**

M Anderson  
M Carruth  
E Grad  
M Heddle  
K James

W Kemp  
N Leo  
A Terveld  
C Johnston

Regrets: M Spadafora

**1 – Welcome & Introduction: N Leo**

**2 – Guests: Mercury TV Show (Coralee & Malcolm)**

- Coralee discussed the plans and designs to the store fronts for the TV shoot they are planning. At this point the first possible day of shooting is June. Coralee is discussing how to best inform the merchants about film days, possible options are flyers, door to door drop off of info, depending on impact to the street. Schedule is June to Nov, 10 intermittent episodes. Staging will only impact shops the day before, during and the day after. Long term installations or shop window coverings are not necessary. There may be periodic street closures but the film crew will try to work so as to have the least impact to the merchants (thinking of filming on Mondays as much as possible?)
- Malcom hopes to do first round of filming between June 17 and mid-July for 3-4 days. There will be building of sets in some storefronts. He estimates there will be 6 filming visits between June & Nov.
- Discussed the idea of Mercury & Netflix giving back to the community (in whatever form the BIA decides). The give back is based on the total days of shooting on the street X the daily give back amount or “per pay visit” (TBA).
- Businesses will be compensated separately depending on requirements for modifications of the store front/space. This is separate from the give back (which is directly for improvement of the community for allowing the film crew to interfere in the area).
- The film crew is trying to get approval from the city to use the parking lots in the area to keep their large trucks off the streets. Malcolm is trying to keep their stagers and large equipment as invisible as possible.
- During the filming days, Catering/Craft Services will feed the cast and crew. On prep days, Malcolm will normally open tabs at local food and coffee merchants to support the businesses that they are impacting.
- There is a media ban in effect until things are finalized.
- If people have concerns, call Catherine at the BIA and she will coordinate concerns, complaints, etc to Coralee and/or Malcolm.
- Based on the film shoot in Downtown Hamilton, Malcolm suggested \$500 per day as a give back estimate for the Ottawa St N BIA. Budgets, give back items, etc., need to be approved by NBC and they may request a signed contract or agreement from the BIA.
- Malcolm suggested that, based on the design and staging, there may be some beautification that is going to remain after filming is done (i.e. greens dept)

**Laura Vandette – Crown Point Community Garage Sale**

- Laura is the organizer of the CPC Garage Sale,

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- June 1 for 2019,
- Would like to create awareness of the merchants on Ottawa St N and have incentives/advertisement for the Garage Salers to shop, eat and visit Ottawa St N on or after the Garage Sale date. Ideas include working with the hosts that are already familiar with the stores, work with the buyers who are coming into the neighbourhood and utilize social media marketing to cross promote the event and the area.
- Lauren creates a goody bag for all the garage sale hosts which, in the past, has included local business cards, information about Ottawa St N, flyers, treats from merchants, etc. This is where she is hoping for some input. She has flyers for store windows, post cards to put near your cash, or there is room on the back of the Official CPC Garage Sale map, distributed at Lauren's house on the day of the event, to add business logos. She also suggested that she would add links for merchants on the CPCGS website.
- 100 Garage Sales were hosted in 2018.
- www.crownpointgaragesale.com had 4200 hits in 2018 and the Google.ca/maps had 8000 hits for addresses and locations of the garage sales.
- Cut off for submission is third week of May

### 2 – Minutes from March 14 Board Meeting – N Leo

MOTION 20190314.01 to pass the minutes of the March 14 Board Meeting.

1<sup>st</sup> M Anderson 2<sup>nd</sup> M Heddle, Carried

### 3 – Treasurer's Report – W Kemp

a – BIA balance is \$71, 934.37. First levy \$66,500 is received. We are still awaiting the urban renewal funds of \$20,000 (for Main Street).

b – Contingency \$6,966.08, paid the deposit for the spring flowers from this and will replenish it asap.

### 4 – Committee Updates

#### Events/Marketing – C Johnston

Events Committee is looking for another member so please put the word out. We will put it into the newsletter to try to find another member.

**a – Bunny Hop** - April 20<sup>th</sup>, flyers have been distributed, still distributing egg stickers for merchants windows who wish to participate in giving out candy, volunteer to help kids decorate Easter Eggs at BIA Office.

- **b - Sew Hungry** - May 4<sup>th</sup>, confirmed 32 trucks paid
- advertising is in the works for sponsors, Meridian is our main sponsor and we hope to have them pay for most of a full page add of the Spectator (3000 distribution) and on the Spec's

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online blog (80,000 distribution). There will be an online link to the map of trucks and events on the street

- The stage has been moved back to Parkette where it was last year due to the potential for high traffic noise to at Barton St to interfere and overwhelm the speakers and monitors
- Extended food trucks from Main to Barton St.
- Helena is doing yoga on stage at 2pm
- Acts will be given more time to compensate for no pay and there will be a headliner band
- Kids Zone on street near Main St
- Urban Zoo is confirmed in the Kids Zone and public health has approved, with the addition of a handwash station, that the zoo can operate within restricted proximity to the food trucks
- Extra port-a potties on street in various locations
- Bull Dogs have confirmed attendance, still waiting on Ti-Cats to confirm
- Zero Waste – Food trucks will be monitored for using proper waste disposal, Narinder Nann is creating a logo and printing T-shirts to identify volunteers, S Merulla has donated a golf cart to assist with waste control, transport garbage and figure out bins for recycling and compost. Looking to have bins donated
- Laidlaw church is doing its own festival but food truck vendors can use the upstairs facility to use as a break room
- Crown Point Church is planning on doing something but hasn't specified yet
- Hambrgr is doing a larger beer tent
- Boon Burger is working on something but no reply to requests for information yet

**c - Millionaires Daughters** 10<sup>th</sup> Anniversary Wine & Cheese event Friday April 12

- all merchants are invited to attend

### Beautification Committee – W Kemp

d - has not called any meetings yet, maybe next month

### BIA Advisory – C Johnston

**e - Butt Out** initiative is getting started

- Recepticals on top of Garbages, Butt Posts to be installed by the end of May, emptied by City workers
- Barton St, Concession and Ottawa ST N BIAs are involved in the pilot project
- We can request certain locations for the recepticals and posts
- The city is coordinating a volunteer clean up on Kenilworth to launch the social media campaign

**f - Parking** revenue is down 35% for all BIAs. The City is investigating but our thoughts are that By Law parking enforcement is not being done, cars are not being ticketed. City is doing an online parking survey in June

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**g - Green Venture Team** is taking on the 100in1Day engagement for June 1

**h** – Updated property owner list needed (Jennifer to help with locating this digitally)

**I** – City is expected to receive \$5 Million in revenue from the film industry for 2019. They estimate that 600 jobs will be created

**BIA Coordinator – C Johnston**

- The City and The City Books are the new tenants of the old All Sorts Gallery. They are trying to open for Sew Hungry. Catherine suggested doing a soft open with invitations to come back for a Grand Opening.
- Southern Smoke has been leased but building owner won't give details
- Moline has started working with the BIA
- Das Schnitzel is taking over the old Gorilla Cheese space

**5 - Other**

**New Board** – new board has been approved by S Merulla and N Nann, going to council in May to be approved. Julia, at the city, will let us know when it is all approved and all old board members need to be at the May Board Meeting. All new board members are invited to attend the Governance Training in chambers at City Hall on Tues April 16 at 6:30pm.

**Office Equipment** - New computer is required for employee in the BIA office, including specific programs (MS Office, InDesign). Budget set at \$2500 - \$3500

- MOTION20190411.02 to approve the computer purchase between \$2500-\$3500 (three quotes will be sourced and provided)
- 1<sup>st</sup> K James 2<sup>nd</sup> M Caruth, Carried

**Printer Ink – Dimitri**

- HP Printer cartridges – cheapest source is Sprint Toner in Dundas, 905-627-7747 Approx \$20
- Suggested cinematographic commercial as give back from Mercury

**Dismissal**

**Next Meeting May 9, 2019**