

**OTTAWA STREET BIA MEETING**  
**THURSDAY, NOVEMBER 12<sup>th</sup>, 2020**  
**3 BRITANNIA AVE 8:00 A.M.**  
**BOARD MEETING MINUTES**

E. Grad  
M. Anderson  
K. James

M. Burns  
M. Carruth

A. Terveld  
N. Ishmail  
M. Baker

**1. Welcome and Introductions – M. Anderson**

- a. Welcome Mark Baker as our new Ottawa Street BIA Board Member. Welcome M. Vickers as a guest member, interested in joining as a community member.

**2. Minutes from October 8 2020 Board Meeting – M. Anderson**

**MOTION** to pass the minutes of Oct 8, 2020 board meeting.

1<sup>st</sup> M. Carruth      2<sup>nd</sup> A. Terveld      Carried

**3. Treasurer's Report – M. Carruth**

- a. Ottawa Street BIA \$76,126.26 – Contingency \$21,297.32

**4. Committee Update- Marketing/Advertising M. Burns**

**a. CHCH Live Remote:**

- a. Scheduled for Nov. 30<sup>th</sup> (this will have to be part of our committee meeting next week)
- b. Our Commercial/Promo Video is done, great work from Josh Tiller CT Media
- c. The Committee can look at the plan for CHCH
- d. The Commercial will air on CH morning live and in the evening news at 6PM starting on Nov 21<sup>st</sup>
- e. Pattison Billboard Holiday Campaign has started
- f. Bell Media radio ads being Nov 30<sup>th</sup> this is generic holiday messaging

**5. Committee Update – Events M. Burns**

**b. Winter Warmup Holiday Event:**

- a. Scheduled for Dec. 5<sup>th</sup> – M. Burns is having some difficulty acquiring a COI for the event, our insurance company will have to outsource to an underwriter and there is not much dialogue surrounding events and COVID liability insurance
- b. M. Burns will keep in touch with Loretta at Morrison to try to get this COI so that we can move on with event planning, if we don't have insurance approval we can't move forward with the event.
- c. If we get insurance approval Maggie will work with SEAT to move forward with event planning
- d. We may need to consider a new insurance company – events seem to always be an issue

- e. Control and contact tracing will be very difficult so we will have to discuss what that will look like at the committee level. We can get into more detail about the logistics of the event at our Committee Meeting next week

**6. Advisory Committee – M. Burns**

- a. Norm Scheelen was on our last call, he is looking to get involved with BIAs EcDev is looking for input on their 2021 Action Plan. Maggie would like to invite him on Dec. 5<sup>th</sup>. He would like to visit stores and get feedback
- b. Engagement Hamilton is also looking for feedback from BIAs M Burns can send that out to members with links
- c. **OBIAA** conference has limited attendee capacity to 150 this hybrid mode will allow guest to attend virtually in Hamilton in April
- d. BIAs as looking to the city to provide a benchmark policy that we can add to our bylaws to implement electronic payments. This can be easily adapted if the board accepts it.

**7. Coordinator – M. Burns**

- a. **Act 5** – Students looking to do a two-month placement, M. Burns to talk to Abby to discuss partnership with the BIA and possibly other businesses
- b. **New Business** – Crown Point Market
- c. **Argyle** – Golf Simulator
- d. Patio extension has been approved for outdoor dining
- e. M. Burns will be starting a 12-month maternity leave on Feb. 1<sup>st</sup> 2021

**8. M. Anderson**

- a. We are in talks with Emily Burton to have her come back to take over the role, if not we will have to put a hiring committee together. If we are bringing on someone new we will do interviews in December and start date will be beginning of January so M. Burns can have more time with the new coordinator.

**9. Beautification – A. Terveld**

- a. All holiday swags, baskets, lights and banners will be up around Nov. 17<sup>th</sup>
- b. Light poles have been serviced and should now all be working
- c.

**10. KPMG AUDIT – M. Carruth**

- a. **MOTION** to approve the audit from KPMG from 2019  
**1<sup>st</sup> M. Anderson 2<sup>nd</sup> Ariane – Carried**

**Next Meeting: Thursday, December 10<sup>th</sup>**