

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

March 11 ,2021

3 Britannia Avenue, 8:00 – 10:00 am

BIA BOARD MEETING AGENDA

M. Anderson

A. Terveld

M. Carruth

K. James

E. Grad

M. Vickers

M. Baker

E. Burton

In Absence: N. Ishmail

Welcome & Introductions – M Anderson

M. Vickers is still awaiting approval from Council, meeting is March 31st, 2021

Minutes for February 11, 2021 Board Meeting – M Anderson

MOTION to pass the Feb 11 meeting minutes

1st. A. Terveld

2nd. M. Carruth

Carried

Treasurer's Report – M Carruth

- a. **BIA Account: \$98,733.90**
- b. **Contingency: \$17,782.29**
- c. **November-December financials will be brought to the office and available for viewing**

Committee Updates

Events/Marketing – E Burton

Events:

- International Women's Day Update
 - Well received event, 200 flowers were handed out in 2 hours
 - Staalduinen was a great source, really pretty roses
 - Request in buckets next year for less prep time
 - Right on budget with flowers and cards
 - Social media engagement from businesses was great!
- Bunny Hop Update:
 - Colouring pages for each age group have been selected, they will be uploaded on the website for March 27th.
 - There will be an Easter basket prize for each age group for a total of 5 prizes
 - Virtual Egg Hunt
 - Egg posters will be made and distributed throughout the street
 - 10-12 posters to be printed
 - Egg tracking sheet will be available to download on the street
 - 3 prize baskets will be available

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Marketing:

- BIA Survey Results
 - Sent it out 3 times; 24 responses
 - Highlights:
 - Instagram & TV were listed as the top 2 marketing campaigns
 - Most go to website for COVID updates, listing updates & minutes
 - 70.8% of results want targeted promotion with the GHA
 - 70.8% are in favour of joint Sidewalk Sale/Sew Hungry
 - 62.5% in favor of filling empty space; 25% maybe; 12.5% no
- CT Media Zoom Meeting
 - E. Burton and M. Carruth spoke with Josh about what the focus of each video should be
 - 6 videos total (March-December)
 - 3 videos for March-August
 - 1st video to focus on the energy/activity of the street, people shopping on the street having a good time, not straight on shots of businesses but looking 'down the street'; get shots of restaurants that have tables outside
 - 3 videos for September-December
 - thinking we could get event specific videos during this time
 - Josh has scheduled us in for our first video in March so his turn around time for filming and editing is approx. 4 days so we are looking at having a completed video by late/end of March.
- Social media playbook
 - M. Anderson brings to attention protocols for how the BIA is mandated to have 3 quotes for new business.
 - E. Burton has asked Shirlene to pause April's playbook work until the board reviews March. E. Burton sent an email to Shirlene on March 2nd detailing BIA event schedule and further information regarding what the expectation is and there has not been return communication since.
 - M. Baker outlines what his experience with social media outsourcing has been and that very clear communication needs to be done in regards to setting expectation.
 - E. Burton clarifies that there was clear communication of wanting more candid and personal photos of the street and businesses however, that expectation was not met in the March playbook.
 - March and April were meant to be a trial period so there is an option to not continue with Shirlene.
 - **MOTION** to pay Shirlene for March playbook and not move forward with Shirlene

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1st M. Carruth 2nd M. Anderson Carried

- E. Burton suggests that instead of a playbook to instead hire a professional photographer to build a library of photos of the street that fit our needs and that either E. Burton/M. Burns continue with curating the social media posts.
 - M. Baker, M. Carruth to forward contact information to E. Burton for photographers in the area
 - E. Burton to inquire photographers about the photography taking place seasonally and capturing events
- Tottering Biped Theatre has completed the production and have sent the link to be reviewed and tested by the board prior to being open to the public
 - E. Burton recommends focusing promotion during the April school break as there will be more people home and the weather should be nicer
- Pattison Billboard is booked for end of March
 - A. Terveld suggests theme of “Take a stroll down Ottawa St.”
 - E. Burton will reach out to Pattison about change of artwork

Beautification – A Terveld

- Terveld to confirm with J. Kinnard about the total cost of working with Hamilton House Painter’s for banner maintenance, Christmas storage, snowflake storage
- A. Terveld to reach out to W. Kemp about having total reports of banner maintenance cost and will present at April’s board meeting
- A. Terveld is contacting Green Venture to see what services they offer and ways that the BIA can work with them at little to no cost
- New arms for some of the banners are needed, the estimate is \$70 + HST for each, plus delivery fee for an approximate total of \$400

MOTION to spend \$400 to replace banner arms

1ST K. James 2nd M. Carruth Carried

BIA Advisory Committee – E Burton

- N/A as the March BIAAC meeting is at the end of the month
- E. Burton has begun the application process for “Funding to Support Shop Local” grant

BIA Coordinator – E Burton

- E. Burton has still been receiving inquiries about the Farmer’s Market
 - The new number is given in those calls and all email inquiries are continuing to be forwarded to Denise

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- A. Jackman gave E. Burton an old folder from when she was secretary (files dated from 2014-2016)
 - M. Anderson directs E. Burton to file them in the appropriate dated boxes in the BIA office

Other

- A. Terveld will be following up with contact at City Hall in regards to the left hand turns onto Ottawa St.
- Sign down by Barton got vandalized – City needs to come clean. E. Burton will reach out.
 - Posting notices round tower
 - By Keto Kravings
- Farmers Market Update
 - New FM Board has been elected, mainly comprised of FM vendors
 - FM minutes from February still need to be approved (at April meeting)
 - Executive and Wendy have been working with them for the transition; signing authority switch to be happening this afternoon (March 11, 2021)
 - The new board would like to continue to rent the office (\$425/month)
 - They will be decreasing the months of operations for the market (April-December)
 - They have changed their phone number so information requests should still continue to decrease
 - Denise is still on staff as their market manager as her contract doesn't expire until May
 - Office rental contract to have final edits made

Dismissal

NEXT MEETING: Thursday April 8, 2021 8:00 – 10:00 am