

Board of Directors Meeting - Sparks Street BIA
Thursday, September 15, 2022
1:30pm – 2:30pm
ZOOM Call/ In Person

Attendees:

- Kevin McHale
- Marissa Lord
- Ian Wright
- Stefania Capovilla
- Chris Hetherington
- Jeff O'Reilly
- Lindsay Appotive

Declaration of conflicts

1. **Adoption of the Agenda** *Jeff, Lindsay*
2. **Adoption of the Minutes of the Last Meeting – SSBIA** *Chris, Jeff*
3. **Declarations of pecuniary interest including those arising from prior meetings** *None*
4. **Opening Remarks – Chair** *Ian - No remarks; welcome to fall*
5. **Resignation of Elayne Schwartz – moved electronically**
6. **Boundary Expansion – MOTION**
 - *Kevin proposed a motion to approve BIA staff to explore a boundary expansion. Will require funds in 2023 budget to bring in consultant or organization to identify target area for BIA to expand into with local business canvassing and vote for new footprint.*
 - *Kevin outlined the general expectations and steps involved in the conducting of a boundary expansion project.*

Kevin: *Without knowledge of Wellington intentions + loss of businesses over the years, it's important for BIA to expand its boundary. The Ottawa Downtown Business Relief Fund (ODTBRF) opened his eyes to the lack of representation for the surrounding area businesses outside SSBIA's participation.*

Lindsay: *Asked what the negative would be for current BIA to expand; cost?*

Kevin: *Used the Wellington West boundary expansion example with a consultant usually costing around \$15-30K for study, survey to be done with possibility of 50% matching*

city funds. Short term advantage is reduction of levy on current members. Not looking to expand budget with additional 12-13 city blocks, but the budget of the operation for marketing, beautification, etc. leveraging graffiti removals, cleaning, promoting, standardization, beautification to reach out into the downtown core and unify spaces, offer representation to businesses who currently have none. City of Ottawa depends heavily on Federal Government for aspects a city typically pays for like flowers, décor, celebrations, etc.

Lindsay: Do we foresee any roadblocks from these organizations to join us?

Kevin: Potentially, but the onus is on to make the case as to why we would do it. Not looking to enlarge budget just based on expansion. The potential of the representation, programming elements, beautification, etc.

Jeff: Looking at approaching Elgin Street and Metcalfe area?

Kevin: Thought to head South on both sides of Bank Street BIA and extend to match Mall Authority footprint and South 3-4 blocks with target of Laurier as a line or just beyond at 240 Laurier. Match commercial area Yasir Naqvi's task force is looking at as target of concern. More residential than commercial past that point.

Lindsay: Is Elgin a BIA?

Kevin: No, they have an association controlled by 3-4 people who make decisions on spending as they see fit.

Jeff: It didn't seem very democratic when I was being sent things – they just steamrolled things through.

Kevin: OCOBIA has brought the Elgin association in to show them benefits of BIA status, proper governance, etc. based on their goals to do more for their area. Seems 3 property owners currently contributing and thus dictating most of the funding.

Lindsay: Would they want to join forces with us?

Kevin: There's been attempts by other business people before to form a BIA down there and the same property owners have said no.

Lindsay: So that's their roadblock; they just have so much power

Kevin: Yes, they have their own roadblock. More BIAs is good for us; 6400 businesses, 1 in 4 jobs are held in a BIA, etc. city knows they're important.

Motion to approve staff exploring, with the support of the City of Ottawa, the expansion of the Sparks Street BIA boundary for 2023.

MOTION: Moved Jeff, seconded Stefania

CARRIED

7. Board Composure – MOTION

- Kevin introduced Board Composure: currently sitting at technically nine: Councilor + eight Board Members. Hard to get everyone to attend regular

meetings. Would like to reduce to 6 city board members + Councilor to ensure people who are running are motivated to be here and for more opportunities to gain and maintain quorum. Can look at expanding the board as the boundary expands. The number can flux and change as needed.

Jeff: *Unknown for his own status on the upcoming election and his next steps with the upcoming election*

Kevin: *Because Jeff was elected in, he has remained on the board, contributing despite no longer working at an establishment within our current footprint – no resignation required when he left the area. In next election, Jeff can not run to be on the BIA board.*

Jeff: *Less people will probably be to our benefit as it's hard to find people who are committed and thankful for the people who do sit on the board currently that always make the efforts.*

Kevin: *If there's a want for members to participate, they are always welcome (like for a committee/project), just no voting rights. No member at large positions anymore. All covered in new governance passed in the spring. Believes the board only needs to go to the City of Ottawa for permission on this. Does not believe it is a motion requiring approval of the entire membership. If approved, it would be 50% (three members of the six) required for future quorum. The Councilor does not sit as part of quorum.*

Motion to approve reducing board membership numbers from eight to six for the upcoming election.

MOTION: *Moved Lindsay, seconded Jeff*

CARRIED

8. Environics Analytics Services

- *Kevin presented the Environics Analytics proposal to the Board – concept, benefits, implementation, cost.*
- *Kevin proposed a motion to approve \$10,000 for the footfall license + \$2,500 each for six specific data collecting questions to generate in a report*

Lindsay: *Are other BIAs are using this service and are they are happy with it?*

Kevin: *Yes, spoken with a number of BIAs at the OBIAA Conference (London, Rideau are using it)*

Stefania: *Thinks this is incredible and we should have been using this yesterday. Feels this is a really important tool and asked if it would also help to attract other businesses we need to this area? To show them actual numbers?*

Kevin: *Outlined comparisons with My Main Street reports and Inpixon and the benefits. Asking for fluidity in amount (additional \$15,000) to ensure several questions can be*

asked to gain most valuable data for SSBIA specific to our operation, building owners, etc.

Ian: Seems like a no-brainer and valuable to have that information and ready to vote

Lindsay: With this information, can a business or retailer, restauranter pay to obtain this report?

Kevin: The program is particular to who can view the information. Could ask for tailored report (i.e.: two jewellers requesting) Could get full license for all the reports we want, but that is off in the future with more staff to handle generating those reports.

Stefania: Asked about how closely the data can follow individual phones

Kevin: Used example of how Tate used cell data to track information for our Retail Study and that perhaps it can reach as far as following a cell from one business to another and certainly within a geo fence.

Lindsay: Will the data be available for people or will they need to ask Kevin for it

Kevin: That raises the question of once we have it, how do we release it, how much do we release and believes it should be out there for public knowledge to an extent when it benefits the BIA for the public to know

Lindsay: Believes this is the way to go for the BIA and as a small independent business owner, is interested as an insight on who is in the area and how it would benefit as a business

Kevin: Outlined how it will also assist in giving tangible numbers on festival attendees, and can get specific on dates and times as well

Lindsay: Can we get specific on what section of the mall they were on?

Kevin: No, Geo-fenced to our 3-block footprint. Would want to see operationally all 5 blocks with LRT, etc. but not currently how it's offered.

Lindsay: Curious to see how well the interactive art installations are compared to a food festival

Kevin: Having this in place for when Winterlude shows up – Ottawa Tourism is interested in those numbers

Stefania: Would this also be a great incentive when you're trying to attract people and businesses for the boundary expansion?

Kevin: Yes, and with this data would have footfall traffic for following year; look at generating 6-7 reports for 2022 and in 2023 go back to them saying we'd like to see what the makeup is of these two (expansion) areas which will help us in expanding to the unrepresented businesses in the surrounding area.

Motion to approve spending \$10,000 on subscribing to footfall traffic for one year through EnviroNics research and the funds of approximately \$15,000 to conduct six to seven demographic reports for our area.

MOTION: Moved Stefania, seconded Ian

CARRIED

9. Executive Director Report – Kevin

- *Kevin provided wrap up of summer and look ahead*
- *Shared Play and Grow project on Block 5 concepts and update via deck with goal for ordering design and having installation in spring - Received grant funding for the project*
- *One Canada Project overview and update looking to reinstall for April and May and can move trailer to new spot in partnership with other BIAs funded by Ottawa Tourism (promised 80,000 interactions and already at 41,000)*
- *Mall Authority Infrastructure work update 2022 (interlock, green zone)*
- *Patios – reinstating fees for patios and general update on patio requirements for 2023 + June 8 delay for some patio installations (pro-rate fee) to fit Ribfest better*
- *Events Schedule overview with upcoming event dates of programming and festivals*
- *New office space – May 31 lease end, looking at Ashcroft and Podium on Block 5; Dehavland properties all outside our BIA. Chris offered to help with lease review. Space will likely be larger to accommodate flex space, green rooms, and rentable 3rd party space, where board room table can occupy otherwise. Film office space, etc.*
- *Staffing update: Laura Young submitted her resignation in August and had her last day yesterday and is moving to the City of Ottawa. Will look at how that role is best filled and will be making changes as needed.*

10. Other Business

Adjournment *Ian, Stefania*