

**Combined Board of Directors Meeting - Sparks Street BIA & Mall Authority**

**Monday, February 27, 2024**

**3:00pm – 4:30pm**

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**Declarations of pecuniary interest including those arising from prior meetings**

None

**1. Adoption of the Agenda**

*Max first, Micheal second.*

**2. Adoption of the Minutes of the Last Meeting - SSBIA**

*Max first, Micheal second.*

**3. Adoption of the Minutes of the Last Meeting - SSMA**

*Max first, Micheal second.*

**4. Opening Remarks – Chairs**

Successful Winterlude and great buzz on social media this year.

**5. SSMA – Patio Support Program**

**a. MOTION**

Kevin explains patio improvement program and how it can help eliminate/ cut patio fees in half for patio holders who invest in their space. Patio holders can apply every two years for the program.

Kevin: We will invoice everybody May 1<sup>st</sup> as per usual, the second invoice will go out July 1<sup>st</sup>. But April 1<sup>st</sup> we want to see an application for anyone who is interested in participating and what upgrades they will make to their patio space. We will make sure we are in compliance with the city's guidelines.

Included in this program would be items such as upgraded furniture, tables, planters, lighting, bar etc...By start of patio season, everything is in place.

Wages, musical performances, signage etc..are things we wouldn't cover.

Max: They will have a common look and feel, I would imagine?

Kevin: Yes and no. Within reason. We want their personality to shine through in their space.

Max: So you guys will review whether or not it matches their motif?

Kevin: Yes.

Max: Okay.

*First Dan, Micheal second, carried.*

**6. SSMA – MOTIONS**

**a. 2024 Third Party Rental Charges**

Kevin: This just simply applies to what we charge 3<sup>rd</sup> parties to use Sparks Street. We've essentially been operating under the same price structure since before Covid, so this year we've just increased it a little bit.

Court: In general, what's your percent increase over 2023? Are all of them moving up?

Kevin: Yes, they're all moving up. So, the 10x10 and the 10x20 rates there per day, those were actually at \$500 before and they've been at that price since around 2018/2019.

*First Max, second Micheal.*

#### **b. Disposition of concrete planters**

Removing the 35 concrete planters and try to dispose of them at no loss to ourselves – potentially try to sell them. Have had them for close to 10 years. Not on the books anymore.

*First Max, second Micheal.*

### **7. SSBIA – Songs from the Shed**

#### **a. Motion to purchase Shed from Bier Markt**

Kevin: We will save this for another day.

### **8. Executive Director Report – Kevin**

#### **a. Staffing Update**

-Welcoming Meghan to the BIA team.

-Bob will be off for two to four weeks.

-We are hiring an Economic and Community Engagement Officer. This person will be helping with the Leasing Support Program, BIA expansion and working on member engagement.

#### **b. Event Calander**

-Looking to do an event with Ottawa Race Weekend in May

-Ribfest shortened from 5 days to 4 days – a big reason is the hotel costs for the rib teams. Also a good thing to condense it and create more urgency to get down here within those 4 days.

-Canada day, we're looking to do more programming during that entire weekend.

-Buskerfest during civic long weekend.

-Poutinefest is paused for 2024 – it may have run its course, we're not seeing as much of a draw anymore.

-Sheppard's of Hope event – TBD

-3 Pop Up Cinema's again this year

-Songs from the shed –expanding it to hopefully three-four performances a week from June-October. And looking to put a performance area on block one, and if not on block two.

#### **c. Calendar of board meetings**

SSMA:

April 9<sup>th</sup>

June 11<sup>th</sup>

Sept 17<sup>th</sup>

Oct 15<sup>th</sup>  
Nov ??  
Dec 17<sup>th</sup>  
AGM—Jan

SSBIA  
April 15<sup>th</sup>  
May 13<sup>th</sup>  
June 17<sup>th</sup>  
Sept 23<sup>rd</sup>  
Oct 21<sup>st</sup>  
Nov ??  
Dec 16<sup>th</sup>  
AGM – Jan

#### **d. Winterlude Wrap Up**

Lots of lead up and positive content that came out of it. Partnership with Amyin613 and Capital content who provided us with content.

Stefania: Was there any feedback on the individual business ice sculptures?

Kevin: Yeah, so on the BIA side we did an ice sculpture sponsorship where we covered half the cost of the sculpture. Overall it was a very good experience and 13 businesses participated. The weather didn't play great, and we learned the lesson that you don't put them in front of a white wall because it ends up being twice the amount of sun. We ended up having to do another sculpture for one of the businesses.

#### **e. Infrastructure**

-The transformer box got shifted during snow operations. We're trying to get these things replaced. Short term – build a plywood box around the entirety of the thing that can be opened up and accessed as needed and painted black and have it muraled or something just for the short term.

-We are in the process of replacing all the S rope lights on the street, so those will be nice and bright again.

-The Terry Fox monument move is put on hold.

-Should be in a good spot for interlock replacement repair

#### **f. Leasing Support Program**

Kevin: This is what the new person will be working on as part of the new BIA expansion and such. We'll reach out to property owners, brokers to get a feel for what the needs are for someone looking for a space.

-Hosting broker events, focusing on one commercial property or several at a time

-One the ground marketing: One-pagers for the spaces, window decaling, animated displays, promote pop ups etc..

-Dedicated marketing campaign: Stand alone website, sustained advertising campaign (Ottawa Business Journal, Real estate platforms etc., blog posts, social media posts highlighting individual spaces.

Kevin: The number one shot about downtown is that there's nothing to do, nothing to see and no businesses open and we need to dispel that. We're just in the infancy right now of drawing this stuff out. Another thing we can start providing too is the data, I know for a fact that just being able to provide the foot traffic information on Sparks street has been really good.

**g. BIA Expansion**

Kevin: We've done our study. I will be meeting with Cindy and Mike from the economic development office along with Lindsay next week to confirm what boundary we are ultimately looking for. We really see the area that we're looking at as being that primary commercial core.

- Looking for working group members.
- Marketing to a new trade area.
- Working on BIA rebrand as we expand.

**9. Block Two Development Update – Kevin**

Federal government held an international competition for re-imaging and re-developing most of block 2.

Physical changes this Fall, project estimated to be fully complete in Dec 2032.

**10. Other Business – None**

**Adjournment** – Max first, second Micheal, carried.