

Board of Directors Meeting - Sparks Street BIA & Mall Authority

Monday, June 13th, 2022

2:00pm – 3:30pm

Teams Call

- Kevin McHale
- Laura Young
- Marissa Lord
- Sue-Ellen Holtz
- Michael Swan
- Court Curry
- Bill Leonard
- Maxime Neelakantan

Declarations of pecuniary interest including those arising from prior meetings

Court welcomed Maxime's return to the board and introduced Sue-Ellen. Sue-Ellen provided update and overview on MMS Ambassadorship program and grant funding.

- 1. Adoption of the Agenda** - *Maxime, seconded Michael*
- 2. Adoption of the Minutes of the Last Meeting** – *SSMA Michael, seconded Bill*
- 3. Opening Remarks – Chair**
 - *Court reflected that he is pleased with return of Festivals, refreshing to see pedestrian numbers*
 - *Monitoring Wellington Street with operations staff and federal partners, looking forward to conclusions from Parliamentary security and further discussions for Mall Authority's business and precinct in general*
- 4. Public Realm Projects Update**
 - *Kevin presented a the deck, a continuation of April projects*
 - *Green Zone with AV Towers, delivered by end of week or early next*
 - *Play and Grow documentation going to Grant funder, working to have it in place into the end of the year or are able to extend into next due to supply chain and labour shortages*
 - *Interlock has begun with Lafleur for the trip and safety hazards, we are on track to majority of patches on blocks one, two and three and will be have the painted pattern on blocks four and five with focus on block five for interlock replacement next year*
 - *Water valve by Goodlife requires more work*

- *Street Lighting expensive to replace lamp posts, quote to replace is \$38K and we cannot have an identical match*
- *Court asked if the city could provide the resource for the purchase of supply for Lamp Posts*
- *Kevin confirmed we could explore that, we consulted with David Atkinson on steps to take it is worth of a discussion again but in the short time there are many lights on Block 5 and because it's a narrow street it would be ok to lose mounts to get them flush to the ground (ease of use for programming etc)*
- *PSPC contractor lost lamppost after removal for a project, and another contractor took out the lamppost with a vehicle*
- *Short term is to not replace it at this time, until we need more lumens on the street and shuffled heritage poles where they are required for the aesthetic*
- *Red planters will be removed by Lansdowne Park, visitor experience VP of Lansdowne will come to Sparks for site walk*
- *Sparks Street offered these planters to City of Ottawa for temp closures but they had no room to store*
- *Greening update, concrete planters on the street after the Ribfest, successful approach for site logistics as it freed up space.*
- *Sparks Street will be ordering some replacement picnic tables with Accessibility tables three sits instead of four*
- *No available policy for ration so we feel this will be a good balance*
- *Patios are up and running, Stolen Goods has set up (opens Thursday) and Little Victories has opened always populated*
- *Great investment in spaces including The Office and Freshii*
- *Staffing is a challenge so hours have changed, we are being flexible for this for the time being, but pushing for owners to activate wherever possible*
- *Sandwich Board policy to be presented after BIA Board Quorum, for implementation in 2023, formal adoption in the FALL once BIA signed off*
- *Kevin provided the June thru October major event list, successful completion of Ribfest and lessons learned*
- *Court asked what marketing strategy is in place to call people to events*
- *Laura provided an overview of the Stingray multi-platform marketing campaign*
- *Kevin reviewed other co-operative marketing strategies Good to Be Back Campaign which supports the downtown BIAs, encouraging residents come back through, to remember to come, it is unified campaign for high seasons with digital content and bia programming*
- *Sparks Street office is relocating end of lease is May 31 2023, we will be exploring new leasing opportunities*
- *Court asked if a ground floor location would be considered*
- *Kevin replied that we are not equipped to operate at that level, with office hours, would rather support a business operating at a ground floor level. Flexible space for hubbing as potential, co-sharing is long shot*

- Court inquired as to a synergy with FedGov of ticketing and washrooms, visitor information, is there a partnership that could be explored, back office for Sparks but multi-faceted approach for usage
- Kevin said he is open to it but it would have to financially make sense
- Maxime confirmed that Capital Info Kiosk to Block Three details to be released
- **ACTION:** Court and Kevin will chat with Max about info centre hubbing opportunities
- BIA expansion consideration, small footprint, shrinking membership, federal government creep into downtown, No representation for many businesses and buildings
- Kevin distributed information for federal grants to neighbours of Sparks Street, we assisted with the areas along Bank business people who don't have regular communications with a business organization, they are underrepresented for the BIA side different marketing strategy could be all encompassing to create opportunities there to strengthen the core
- Board will vote on Thursday June 16 to begin explore, with consultations and formal process to follow
- Ideally it would match the BIA footprint and move south
- Then we could focus on capital standards
- Court reflected that you can feel the difference when you leave the area, rounding out the BIA with Mall Authority boundaries and south into Centretown, does it make sense to expand the MA boundaries, to take on the placekeeping further into Centretown?
- Kevin responded that the double shot fee for property owners may be a challenge, it would be a complicated negotiation, easier to standardize a pedestrian street difficult to be custodians, if we expand the reach to handle street sweeping and cleaning, it's a lot of property, hiring the cleaning team to do that work
- Taking Courtyards outside of Sparks zone and expanding a program into those spaces are easy straightforward elements to animate (ie buskers etc)
- Court informed Kevin that public works is reevaluating standards, is there through this review an opportunity to take on a limited role in a new territory or even public spaces where one off agreement are in place
- Kevin responded that is it's a great opportunity to explore different leverages

5. Executive Director Report – Kevin integrated above

6. Other Business –

- Max informed that board bays are cleared, fit ups are looking good to be leased, market is tough if youre new business owner **ACTION:** Max will invite Kevin to walk through with Bill Leonard

Next meeting September 12^h

Adjournment, Michael, seconded Max