

Sparks Street BIA Board Meeting

Feb 11th 2:00p-3:00p

Online (ZOOM)

- Kevin McHale
- Laura Young
- Marissa Lord
- Ian Wright
- Chris Hetherington
- Jason Komendat
- Lindsay Appotive

Declaration of Conflict of Interest

Agenda Items

1. Approval of Agenda (2 Min)

Ian, seconded Lindsay

2. Approval of past minutes (3 Min)

Chris, seconded Lindsay

3. Opening remarks – Ian

- *Ian hopes that businesses are taking advantage of Grants*
- *Kevin responded that Brodie Fraser has been writing grants for business owners on Bank Street BIA , reached out to see if there was interest for Sparks Street for his services*
- *Goal is to help members who might need assistance or clarification on applying for grants.*
- *Brodie can review their file and decide what they can apply for and on their behalf fill out application for them based on the proposal*
- *Some members have figured this out, from confusion may have given up on them, support our merchants similar to commerce grant – he would invoice the BIA for the funds spent on these member's applications. Allow them to contact Brodie – as we quarterback DMS grant, that the BIA would divert general advertising funds into this*
- *We keep being told there is money available but it may not being accessed we want to make sure businesses have the option to open or close*
- *We may have 12-20 members signing up for this – he would triage them and pay \$75 plus \$125 per application. *9K out of advertising budget.*

- *Lindsay asked about Board Members with no active business on the street, Kevin explained they can remain a member at large, or can be voted out or can be requested to step down.*
- *New person can be nominated there is an opening, it does not go to a public vote.*
- *Motion would be agree to transfer funds to program to support we didn't solely because this wasn't originally set aside as consultant that we would think this program is more important than buying an advertising campaign*
- *Lindsay: How did Bank Street do this in lieu of advertising?*
- *Kevin – we dedicate a lot of budget to advertising – we've had it as added bonus to work we do, but it's the flex fund for if we have nobody to advertise for, that would be a huge challenge.*
- *Lindsay – said it's mentally difficult to how to word things and challenges with the application*
- *Jason – New businesses need major growth every year, last season did more in sales than 2019 but expenses are much higher based off gross not net, does not qualify for most programs sales have to be down 50%, it does not make sense. Five employed all summer thinking could qualify had no wage subsidy and cant get that back.*
- *Chris – Uber Eats is an example of extra hit 30% but better makes you question why stay open at all.*

MOTION: WHEREAS many of the BIA's members find it difficult to navigate and understand the COVID-19 support programs being offered by the Provincial and Federal governments,

AND the Board of the BIA wishes to support its membership during this crisis

AND that the Board agrees to the terms and presented in the grant writing proposal collected by Sparks Staff and submitted by Active8 Solutions

AND that the Board agrees to use funds from its general advertising to fund to pay for any and all costs associated with an agreement with Active8 Solutions

THAT the Board enter into an agreement with Active8 Solutions to provide grant writing services to its members

APPROVED,

4. Digital Main Street

a. Video Production

- *Kevin outlined the DMS Video grant, that it is going well, moving fast, we may have extra funds coming through to cover off the extra content*

5. Winterlude Update

- *Digital, definitely a step back for us unfortunately, we were assured we will be back to being main site for Winterlude 2022.*
- *Some members provide content thank you for that being as active as we can with it*
- *Surprised at how far they pushed it before cancelling thought it was the right decision*

6. Executive Director Update

- *Kevin said ideally to have someone in the office 3-4 days a week when returning to Orange*

7. OCOBIA update

- *Michelle is interim ED comes from wealth of knowledge*
- *Collaborating on DMS grants*
- *OPH generating content for Covid*
- *Asked the City for free parking 15-30min free parking – was declined due to coming out of lockdown*
 - *Ian inquired as to World Exchange Plaza parking*
 - *Kevin hasn't had an answer back*
 - **ACTION** *Kevin will revisit with Catherine McKenney to confirm how they are managing their private parking.*
 - *Lindsay inquired if Sparks Street has dedicated spaces near by for Uber*
 - *Kevin confirmed the City would not provide drop off spaces for the ride sharing but just taxi as advocated by the licensed taxi industry*
 - *Lindsay asked if there is any chance of that changing*
 - *Kevin responded that the City may reevaluate. Byward has a 15 minute spot that has high rotation.*

CREOS – in May June event

- *Lindsay says she didn't hear much about Pristmatica what did it bring to the street? Was there enough attention?*
- *Ian agreed we need to find something that might be more popular but understands it is so difficult with restrictions.*
- *Ian wants to see some choice and we'll re-evaluate*
- *Lindsay suggested spending bulk of budget about Christmas décor due to vaccination schedule*
- *Kevin has said we have talked about this internally and will explore further*
- *Kevin confirmed Ottawa letters are coming and will have a new look & reveal, full comms strategy and potential promotional campaign will align with the unveiling*

8. Mall Authority Update (Kevin)

- a. WiFi project
- b. Interlock
- c. Patios

9. Other Business

Adjournment *Lindsay, Ian*

Next Meeting - Combined Board Meeting March 22