

**Sparks Street BIA Board Meeting**  
**May 20, 2021 2:00p-3:00p**  
**Online (ZOOM)**

- Kevin McHale
- Laura Young
- Marissa Lord
- Elayne Schwartz
- Jeff O'Reilly
- Ian Wright
- Jason Komendat
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**Declaration of Conflict of Interest - none**

**Agenda Items**

- 1. Approval of Agenda (2 Min)** *Jeff, Elayne*
- 2. Approval of past minutes (3 Min)** *Jeff, Jason*
- 3. Opening remarks – Ian**
  - *Ian anxious to open patios, hopes things go smoothly next month, congratulations to Jason for opening the cafe*
- 4. Marketing Update**
  - *Kevin referred to the emergency brake order as delaying campaign but confident to move forward to readjust schedule starting with Scroll in to Win on June 2nc, driving people online, retailer or service provider of our choice*
  - *Live and Hot 899 will support with on-air and digital campaign, and creative can change with our strategy until December*
  - *We will use a general campaign with them they are providing google ads that will appear on website that appeal to the demographic that uses Sparks Street*
  - *Once we know when pub trivia can continue, we'll add that in*
  - *Sparksation – weekend getaways downtown for end of August, potential to partner with Ashcroft, number of suites now available for 3 day stays,*
  - *We'll put together all inclusive packages that is for 24-48rs with gift certificates for food as well*
  - *Digital campaign will reach Gloucester to Kanata, going to expand the geographical catchment while targeting our local market (hyper local)*
- 5. Executive Director Update**
  - *Looking at direction from Province how we open our office, lead by example, flexible with people's schedules while adhering to health measures*
  - *Can't manage a physical space from far not practical for us*
  - *Will have return date in the office in a month*

## 6. OCOBIA update

- *Kevin part of OBJ article for return to work and current landscape downtown*
- *They come to Sparks Street for the scoop on what is happening downtown*
- *Human story of our owners and operators and members are finally getting out*
- *Ian let the Board now that he will be acquiring free Rapid Testing Kits through the Ottawa Board of Trade*
- *Sparks Street will also be acquiring the kits and is happy to provide them to businesses if needed and will be looking in*
- *Promoting vaccination is key to reopening*
- *Jason would appreciate seeing the data from the Quebec opening vs Ontario opening*
- *Kevin replied there will be lots of lessons learned as the the govt approach to the pandemic of what worked and what didn't*

## 7. Governance Update

- *Having one board again potential for efficiency. Might be time to get a better alignment of the two organization and what the benefits and/or disadvantages*
- *Geographically, we decorate it the same, public does not see the difference*
- *Elements of control that BIA has and vice versa*
- *Efficiencies, marketing advantages*
- *Not compared to the other 18 across the City*
- *5 active board members join the MA board, so there is equal representatives*
- *Coming to the board in 3 months with recommendations for board*
- *Go to third party consultant or keep status quo*
- *Not a bad time to look at ourselves organizationally*
- *City recommended we do check and would support the Boards take, if we do integration they will support and will assist in legalities and a motion through Council*
- *Jeff – would you not find it already efficient to have both?*
- *Kevin the missions are aligned, we added events and marketing to the mandate of the MA, infrastructure*
- *Kevin less meetings and more robust, less worry about quorum a*
- *Are there financial implications the wrong way*
- *If we pause BIA do we run into issues with the BIA for grants*
- *Jeff Why not brand them BOTH*
- *Kevin provided background of the challenges with the previous governance from years ago*
- *Council will approve and City clerk would be fully*
- *If we were suddenly not a BIA does it make it easier for the City to give us money like Ottawa Markets gets? It may be easier for them to distribute*
- *It could be that suddenly our Audit fees come out, broader conversation we need to start marketing downtown Ottawa*
- *Any thoughts or suggestions would be welcome from Board*

- *We still need to propose to the membership no decision would be made without consultation*
- *If we decide to make a change if both boards formally accept then we would go to the City for Research Grant and hire consultant to look and boundary expansion*
- *It could be that BIA footprint works to expand to the size of Mall Authority*
- *Fed CO will be reviewing the General Governance documents in June, all BIAs have signed off on it, very simple to follow and we would follow the governance going forward*

## **8. Temporary Art Installation**

- *We are exploring opportunities and would like to gage interest with the board for Art Piece that you can engage with using Augmented Reality (AR) that piece you hold up your phone could be engaged*
- *It is not an insignificant amount of money, 150K but could be here for several years*
- *You don't need an app anymore, or put a subscription.*
- *There is tracking opportunity, sponsorship opportunity, and reporting*
- *Once the deck is received we will pursue it further*
- *Company is Astound worked on large scale installations, digital installations from all over the world and using many different surfaces*
- *Double the CREOS price tag but adds digital and reporting capabilities*
- *Ian Wright looks forward to what their offering and what it can look like*

## **9. Mall Authority Update (Kevin)**

### **a. Public Realm projects**

- *Play structure – swings and slides not allowed (fall zones and 12 inches of fall material)*
- *Logs and rocks is allowed (it is not as simple as buying log, mulch, wood fill material, proceeding nicely)*
- *Bottle filling station on blocks 1, 2,3 contract selected units order, phone booth to Darcy's, Four Corners and across from Bier Market will have units on them before Canada Day*
- *Planters will arrive Tuesday flowers a few days later*
- *Gardens project grant was not approved, we are assuming no*
- *Did not get the uptake that we were hoping, lessons learned and keeping it on the books and aim to do it in 2022, having that list of 10-12 capital projects so we can have them ready to go*

**b. Interlock** *Elgin and Metcalfe is complete, Bank Street intersection is up next, we removed 5 different surface materials and replaced with one, looks great, important for gateway spots, We need road cut permits so we are exploring this new need*

### **c. Patios**

## **10. Other Business**

**Adjournment** *Jeff, Ian Wright*

**Next Meeting** June