

Annual General Meeting
Monday, Jany 18, 2021
3:00pm – 4:00pm
ZOOM

SSMA Board Members

Court Curry
Councillor Catherine McKenney
Michael Swan
Bill Leonard
Ian Wright

SSMA Staff

Kevin McHale
Laura Young
Marissa Lord
Bob Rumsheidt

Declaration of Conflicts

1. Approval of Agenda

Ian Wright, seconded Councillor Catherine McKenney

2. Approval of the past minutes

Ian Wright, seconded Bill Leonard

3. Update from Chair

- *Court highlighted AGM document looks great*
- *A comprehensive account of organization resilience reflected in 2020*
- *Looking forward to Public Realm opportunities in 2021*
- *Good news of Public Washroom on Sparks and working with the Mall Authority on its installation*

4. Presentation of the Annual Report and Financials

- *Kevin reviewed and presented highlights from the 2020 AGM Report*
- *Kevin opened the floor for discussion*
- *Catherine McKenney inquired as how IDA addressed Covid*
- *IDA and IDA Canada (IDA Canada is in its infancy but being strongly advocated for with its current leadership) approach to Covid aligns with its pre-pandemic narrative – that economy is directly linked to social recovery and looking at it as a whole*
- *For example for the downtown core, there is a lack of green spaces*
- *In Ottawa - the Municipality controls few parks downtown and Federal parks have major control a lot of what they can and can't do in the space*

- *Kevin referred to our efforts to become the downtown community's front lawn, a place where third parties can activate with a tiered cost system. A third party event policy will be created for 2021 to reflect this and Sparks Street will assist partners if need be. For example charities, non-profits vs corporate activations*
- *Sparks Street offers a unique opportunity for outdoor space and looks forward to the return of the Design Review Committee for the Public Realm Pilot elements*

5. Presentation of the 2021 Budget

- *previously presented*

6. 2021 Outlook

previously presented with budget approval

7. Other Business

- *Court referred to OBJ article with regards to vacancies for offices in the downtown core based on a recent report (link: <https://www.obj.ca/article/real-estate/non-residential/capitals-office-vacancy-rate-jumps-87-q4-2020-sublease-space>) and put forward the question – are we seeing any occupancy trends?*
- *Michael Swan replied that there is activity for smaller spaces*
- *We have already provided 8 months of free rent*
- *There have not been a lot of expiries on the 10 year leases*
- *The downtown core will come back; ground floor retail*
- *Gone are the days of cubicle farms but office spaces will be designed for collaboration, open board room style more of a meeting space*
- *Court asked if there will be interest in the indoor mall format or if retailers will move away from this model for easier control and outdoor access*
- *Bill responded that there is a lot of interest on Sussex as many retailers know where the best spots are in the city*
- *Sparks Street is next on their list to promote once Sussex is filled*
- *No new office deals, but surprised by the retail interest; it's a positive*

8. Round Table

- *Court suggested the Sparks Street AGM Report be sent to Council as an example of the resilience of the organization during the Covid pandemic*
- *Councillor McKenney agreed*
- *Kevin responded that all documents are sent to the City for public access*
- *Court suggested this would be sent separately, suggested Live Council*
- **ACTION** *Kevin will follow-up and confirm this will be sent*

Adjournment

- *Ian Wright, Seconded Michael Swan*