

Board of Directors Meeting - Sparks Street Mall Authority

Monday, October 25, 2021

2:00pm – 3:30pm

Teams Call

In Attendance:

- Michael Swan
- Kevin McHale
- David Atkinson
- Ian Wright
- Laura Young
- Court Curry

Declaration of conflicts none

1. **Approve of Agenda** – *Kevin wished to add disposal of the red and green planters Ian, seconded Michael*
2. **Approval of Previous Minutes – SSMA** -- *Ian Wright, Michael Swan*
3. **Opening Remarks** – Court Curry – *suggested to go straight into agenda for time consideration*
4. **Investment of Surplus - Kevin**
 - *MOTION - see Document – Kevin outlined MA surplus as of January 2021 is 600K, no timelines, pressure to keep funds liquid, current surplus not growing, Propose having City's Finance Dept 400K, Current return is .5%, Details with Treasury are still to be finalized*
 - *Cautious approach to the process, it will give us 200K to play with if an opportunity presents itself*
 - *Working out a term with treasury*
 - *Michael Swan as if it goes into City coffers or stays with Sparks Street, yes, but they keep track for us, we are working through the details, it would not end up in general reserve where city would take it away from us*
 - *Michael asked how the money would be received back for example requesting 30 days notice, etc*
 - *Kevin is hoping for a reasonable amount of time will confirm*
 - *Court – if we can infrastructure opportunity, how to withdrawl those fund, conceptual proposing to move forward for next steps, will bring forward*
 - *Kevin will amend the motion*

MOTION WHERE AS the SSMA has been accumulating surplus funds to be used as part of the revitalization of Sparks Street;

AND that there will still be significant funds still available in surplus should the board require then,

THAT the Executive Director develop an agreement with the City of Ottawa's Treasury group to invest \$400,000;

AND that this agreement be presented to the Board of the SSMA for a final approval.

First – Michael Swan, Court seconded

5. **Public Realm Project Update**– Kevin

- a. **Asphalt Painting** – completed, great media coverage on CBC, project well received by residents, artist captured interest while painting, we had fun with this, for next project – do we continue this idea and move it to an event/festival programming, context was great.
 - Court appreciated the concept, feels it would be great for other areas of the city and asked for the total cost, Kevin confirmed \$2500
 - Kevin confirmed we are able to repeat and stencil with the artist, or do something different
 - **ACTION** Court has asked David to send to City as example
 - David asked what paint did we use, Kevin said we attempted a few but it ended up looking better to have distressed look
 - **ACTION** David will provide the epoxy info that the City is currently using

- b. **Light Court**
 - Kevin outlined that we are bringing in theatre blocks to add to the space. It will be up until the 15th of November, but we will remove for Christmas décor and reinstate for Winterlude if it works, if not, it will return for the winter months
 - Will Remove for spring and summer because it is light out for a longer time, we will look to create a linear effect on Block 5 as next evolution as we own the equipment we can experiment
 - Creative labs great to work with took our vision and helped make it happen
 - Looking for potential expansion in 2022
 - Court sent his compliments to the team on the project
 - David would like to see the specs, **ACTION:** Kevin will share the specs with David
 - Kevin confirmed that we acquired trusses structure, highly functional, best way is for visual is to hide the source, creates magic

- c. **Ottawa Letters**
 - Added a new spotlight light on the “T” space, more visibility to users

Disposing of the Large Red and Green Planters

- Kevin outlined that the flower pot style planters are outdated for the street, does not add to street anymore, as we are looking to higher class of material, by removing the 28 planters we can bring in 16 additional boxes for green space, they have become secondary piece of infrastructure
- Aiming to have them removed by 2022, will involve transportation cost, disposal of the earth, have been quoted \$5500\$ from Lafleur
- David suggested/asked if the earth work for fill on Block 5 for the playground
- Kevin – at this time we are going to use different mulch for excavation, it is not good growing soil, heavy clay
- Ian agreed they have had their day, use the funds to upgrade our green spaces

Motion to Approve – THAT the ED and Staff are allowed to dispose of the 28 red and green plastic planters with minimal financial cost to the SSMA

AND

Kevin will provide the sale information to the board

Moved, Michael, seconded Ian

6. Infrastructure Repair update

- a. **Interlock – Bank & Sparks** no major surface issues, no surprise, manholes reset, one sewer cover replaced,, Kevin will be looking at each asphalt patch on the street to put through RFP, put it out for tender in advance of patio season
- b. **Water valve** – brought in Deleuth construction to look at it, excavated and good to go for next season. One other valve not working on Block 3 – hoping to have all six water bibs on the street, one day repair
 - David looked to confirm what was under surface

- *Kevin confirmed that discovered at Elgin street was asphalt, Block three is concrete*
- *Metcalfe stone had been wet laid into the concrete, had to jackhammer the stone out, it had been excavated 6 years ago, after semi circles were moved, had to saw a fair amount out we compacted this in concrete, small layer of granular material*

Public Washroom Update – David (no update yet – **ACTION:** David will send new information after tomorrow)

7. Executive Director Update – Kevin

- a. *Return to Office, 50% staffed with hours, pending health landscape and precautions, staggered schedule*
- o **SSBIA Update** - *Film Schedule, Friday and Sunday, all on Block 5, \$7500 in film revenue thus far, great revenue generation*
 - *Court asked what the draw for Sparks for filming*
 - *Kevin responded, architecture, power, closed to traffic,*
 - *Laura remarked that Sparks may put together a formal package for Ottawa Film Office to promote space for revenue generation when ready, if that is something to explore as an organization*
 - *Increase in Homelessness and Drug Use – working on a call sheet, agency that can handle the distress calls that do not require a police response but all advocate groups, helps support where we can*
 - *E-Newsletter has a 50% open rate*
 - *Patio reviews are complete, patio season extended to November 12,*
 - *Patio furniture must be stored when not in use, confidence in indoor dining will alleviate patio pressure*
 - *2022 fee schedule to be discussed – we will charge was city charges*
 - *Branded cities revenue has dropped – static not selling like it used to, we will be meeting with them next week to find out what there is to work with*

Financial Reports – note for governance that all Board members to keep information is kept internal

- *Scroll in to Win Fall Edition – October 31*
- *Restaurant Campaign until December*
- *12 Days of Giving returns to Sparks Gives*
- *Looking to partner with Toy Mountain December*

8. 2022 Look Ahead

- a. **Construction season Asphalt/ interlock repair** - *update the signage with lights, art, suggested by Ottawa Bike Cafe*
Programming of Entire year *2022 increase programming events (Poutinefest into October, Ribest in May) to extend outdoor season, Bottle Filling Stations could be their own event for relaunch when bibs fixed*
- b. **Decorating of Phone booths** – *submitted as a mural project*
- c. **Construction** *projects to be considered during patio/programming season, fixes are worth celebrating and we should take pride in the space, building our calendar wheel around capital improvements*
- d. **Manage sandwich board signs** – *assigning a spot per location, regardless of amount of businesses, eliminate flags off the street to improve views and be consistent, the next step is to design the A-Frame sign that is consistent in build and size, you buy one off Sparks Street and if it breaks purchase one from the supplier*
- e. **Play and Grow Block 5** – *follow as many rules as possible but with safety in mind, adaptable space, insurance, design elements as long as its not commercial CSA equipment, there is no safety guidelines for them – more guidance from parks*
David suggested touring Zibi landscape area that avoids the same insurance challenges (shared photo)
Kevin will also share another example of an open-ended space, Kevin may connect with Zibi on it.

f. **AGM Jan 2022** - approval in January

9. Other Business –

- *Court asked if Kevin could reach out to PSPC , Max, update on activities for the Street as much as they are able to provide, just an understanding of leasing, design competition, redevelopment of properties, update would be great for the board , 10 minute deck presentation on all things PSPC*
- **ACTION:** *Kevin will request it in time for November will make the main block on Agenda*
- *Michael Swam remarked that leasing at ground floor is quiet at the moment*
- *Kevin remarked Ashcroft had people looking at the space with the construction team*
- *Court – asked the status of the cocktail bar*
- *Kevin – slated to Open for November / December*

Adjournment - Michael Swan, seconded by Ian Wright