

Sparks Street BIA Board Meeting

October 28, 2021 2:00p-3:00p

Online (ZOOM)

- Kevin McHale
- Laura Young
- Marissa Lord
- Elayne Schwartz
- Ian Wright
- Chris Hetherington
- Jeff O'Reilly
- Jason Komendat
- New Voted Member: Stefania Capovilla

Declaration of Conflict of Interest - none

Agenda Items

1. **Approval of Agenda (2 Min) None** – *first, Ian, second*
2. **Approval of past minutes (3 Min)** *moved, Chris, seconded Ian*
3. **Opening remarks – Ian**
 - *Here we are with winter approaching, hopefully it is a good season, looking forward to seeing whats next for Sparks Street*

Welcomed Stefania

4. **Nomination of Stefania Capovilla to the Board of Directors**
 - *Stefania introduced herself to the Board, and her passion for Sparks Street*

Nominates – Moved by Jason, and seconded Geoff

All in Favor – all in favour

Nomination Approved

ACTION Kevin will send to the City of Ottawa for Stefania Capovilla to be stamped as full member with voting status

Governance Update -

- *OCOBIA exploring policy adoption to be presented in January – as it deals with constitution and bylaws and what public information is shared.*
- *Formal merging of MA and BIA*
- *Not advisable at this time due to operational challenges, as the federal government and provincial government are opening up opportunities for grants as part of Covid efforts are now available for*

application, for the short term it makes sense to continue with staff managing which assignments go to which board and applying for this grant opportunities

- *New Year we can explore opportunity to expand past Bank Street to cover the Mall Authority zone, to be further explored*

5. Investment of Surplus – Kevin presented deck

- *We have a healthy surplus for the BIA of over 600K currently, as it sits in the chequing account we don't receive interest, in conversations with City's Economic and Finance team they are agreeing in principle to allow for us to remove some funds and invest as they do - not a huge return .5% it opens up the possibility in a year or two we may have a plan in place for public realm and know where to spend that money and take advantage of other tools*
- *If they allow us to explore privately buying GICs that might have a higher yield, we can explore that at a later date*
- *Would invest 400K,*

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 available in surplus should the board require then,

AND that Staff finalize an agreement with the City of Ottawa's Treasury group to invest \$400,000 on its behalf to create a financial gain for the SSBIA and present and agreement to the Board for approval.

Moved: Geoff, seconded Jason

6. Marketing Update

Laura Presented the 2021 marketing deck

- *Christmas install November 15, 81-0th install, paused for Nov. 11, green zones decorated, large pieces installed on Nov. 14, respectful of the lighting removed January 6-7th*
- *Christ Hetherington inquired as to the extension of Lighting extending into the winter season, neutral lighting,*
- *Kevin – doorframe style of installation, can be used potentially for other times of the year*
- *Kevin received a note from Invest Ottawa – Pop Up Incubator opportunity –*
- **ACTION:** *Kevin will follow up with the information about Pop Up Incubator*

7. Executive Director Update

- *Upgraded Ottawa sign with spotlight*
- *50% occupancy as of November 1 with employee schedules*
- *Membership communications letter has been successful, great open rate*
- *Site Rentals two films shooting on sparks street, we continue to be a hot spot for film production generating some revenue for Mall Authority helps with loss rental revenue*

- *There has been an Increase in Vulnerable population, working on call sheet for services of who to call and for what time, still confirming the mid-level zone, for membership when it doubt call 311 if there is risk of harm call 911,*
- *We are trying to find a solution for all the non-profit parties and their schedules, better response chain for at risk population on Sparks*
- *Patio Reviews complete, patio season extended to Nov 12*
- *Asking elements to be removed by November 15 to accommodate snow removal*
- *Geoff asked if it had to do with closure last year, difficult to remove with no staff*
 - *Kevin responded it is still a safety issue, the reality is when we've had nice winter time weather, it is not worth the risk to patio fencing, all that furniture is expensive to leave it out, a third of our patios are in the snow plow route*
 - *We will let patio operators know if there is opportunity to set up small seating areas for Winterlude later in the season*

Financial Reports – *Kevin provided a reminder to please not share information outside of organization of financial reports, due to personal information and competitive pricing information, should remain confidential*

2022 Planning and Budget

- *Expand / continue projects from this year to next, Green Zone, Play and Grow,*
- *Removing plastic red and green planters from the street to make room for new ones*
- *Great response for muralling the shed, so we will develop an RFP to mural the phone booths,*
- *Full Calendar Wheel - developing programming with considerations for industries, third party repairs, accommodate other activating, shifting into earlier time to allow for office bandwidth*
- *Looking at moving Poutinefest into the weekend before Halloween, to allow for last hurrah for patio season, as with Ribfest in end of May early June to start the patio season off big*
- *It would open up time around programming for Summer Solstice, Canada Day, less energy and money being spent to reset the street*
- *Board Budget vote in December, budget presentation for January*
- *Geoff remarked that Covid comfort levels are improving we can host in person*
 - **ACTION** *Kevin to make AGM Location an agenda item to discuss*

8. OCOBIA update

- *Looking for a new board member, two year term, ED's local board members to sit on board*
- *Should Kevin depart, we would look for replacement*
- *Small Business Tax Class – net benefit 5500 properties and businesses in Ottawa will see a reduction in Ottawa will see a deduction, and 4500 to see an increase, creates balance. This will have a negative effect on downtown but most are owned by federal office so may be neutral*
- *Grants have been extended though, 14 of 60 members taking advantage of it or if they even can*

9. Governance Update

10. Mall Authority Update (Kevin)

- a. *Public Realm projects – asphalt patch art, will repeat on another block when repairs needed,*
- b. *Public Washroom – location being confirmed, proposal of preferred location pending, project being lead by city of ottawa, we consult on how to minimize impact and identify opportunities*
Shed – mural was a success, Light Court will be up until Nov 15, we own the gear so we may reinstall in another location.
Geoff – why would you remove them –
Kevin we want to be able to move them around, change, adapt, the advantage is that we can incorporate them into Christmas lights, or at quieter times of the year
Bottle filling stations – are installed, partnering with the City of Ottawa to promote excellent drinking water
- c. *Interlock – effort to minimize impact on patio season*
- d. *Patios must be removed this year, no winter storage, return to higher standards enforcement, 2022 fees not yet determined, we will be asking for hours of operation and how they are going to maintain it, if they are not meeting what they've promised, warnings and fines may ensue, we almost had to hire a crew to remove a patio but they stepped up their game at the last minute*
- e. *Christmas décor – installed Nov. 15 (detailed above)*

11. Other Business -

- *Jason inquired as to any return to office plans for Federal Government employees*
- *Kevin responded with no indication at this time*
- *Geoff inquired as to the status of Remembrance Day plans*
- *Kevin could not confirm but CH has confirmed they will return to the on street experience, they were late last year in confirming in person*
- *Geoff – numbers are much more stable then they were last year*
 - **ACTION:** *Kevin will provide an update of the Parliamentary Precinct plans provided by PSPC at the next meeting*
 -

Adjournment - Geoff, seconded Jason

Next Meeting