

Board of Directors Meeting - Sparks Street Mall Authority

Monday, September 20, 2021

2:00pm – 3:30pm

Teams Call

In Attendance:

- Laura Young
- Kevin McHale
- Lee Bennett
- Brittany Mathews - *Guest*
- Cindy Blackstock - *Guest*
- Nicole Zuger - *Guest*
- David Atkinson
- Court Curry
- Christopher Hetherington
- Maxine Neelakantan

Declaration of conflicts none

1. Approve of Agenda

- *motion for plaque removed – moved to next meeting or e-motion*
Max moved, Seconded Christopher

2. Approval of Previous Minutes – SSMA *approved, Max moved, seconded Christopher*

3. Opening Remarks – Court Curry

- *Court remarked on a Great summer for Sparks Street, coming back to life, partnerships and patios, were fantastic. Slowly returning to the downtown core, communications members, Market Research studies, great to see adaptation to environment, kept the street moving.*

4. Reconciliation Plaque Installation Presentation – Cindy Blackstock, Brittany Mathews, Nicole Zuger

- *Court introduced Cindy Blackstock, about intended Plaque initiative.*
- *Nicole Zuger invites Cindy and Brittany to speak to the project.*
- *Cindy presented Reconciling History deck*
- *Calls to Action – A survivors work plan for the country*
- *Item number 57, employee training, and number 75 municipality has obligation*
- *Education to public servants, history of indigenous peoples, and residential schools, aboriginal rights, treaties, crown relations,*
- *Item 75 – all levels of government churches and indigenous communities, land owners, develop ongoing strategies and procedures for protection of communities, recognitions.*
- *Ottawa was a command centre for Aboriginal schools, where information and communications was received and not acted on at Parliament, in Ottawa*
- *In the textured telling, this was also the epicentre of reconciliation, Dr. Peterson Bryce, medical doctor received training at U of T, wrote Canadas first health code, well regarded.*

- *Aimed to be Chief officer for Canada, he found children were dying 25% per year or 50% over three years for TB at unbelievable rates, because 3x healthcare funding received in Ottawa.*
- *He thought this Fed would save lives, it did not. Story received by The Evening Citizen, it became national story about the death and illness of children, Canada's leading lawyer said if Canada fails to prevent, it is comparable to mass slaughter – this had legal implications*
- *Dr. Bryce kept pressing the government on reforms, but was pushed out of public service.*
- *Dr. Bryce visited James Hope and Sons on Sparks Street wrote what is now self published works*
- *Duncan Campbell Scott refused the reforms and claimed Bryce was insubordinate.*
- *Project to Heart – Beechwood Cemetery, Plot 60*
- *Dr. Bryce – letter of reconciliation – laying out 57K tiles laid out by school tiles in memory of children who died during residential schools on Sept 30 2021*
- *Truth telling – initiative is to erect a plaque to honour Dr. Bryce on Sparks Street, so people can walk and educate themselves*
- *Court thanked Cindy and Brittany for telling Dr. Bryce's story*
- *Brittany illustrated how the project has come to fruition and the status of the one pager, 61 Sparks Street, James Hope and Sons self published "The National Crime", façade of the building still has the etching of James Hope and Sons.*
- *We will be layer in images on QR code, content of the plaque will be written and approved by Reconciliation Committee and Survivors and Representatives by the Algonquin Nation.*
- *Nicole Zuger reviews the project materials and logistics, enamel plaque, traditional bronze plaque with images and text, city plaques used widely in Toronto via 24x15 plaques*
- *This opportunity could also be used for Arts and Heritage as department is developing commemoration policy for the city, this project would be a model for the commemoration ceremonies and events particularly with the local perspectives as they dovetail with national awareness*
- *Cindy reviewed the timeline - to announce on National Day of Truth and Reconciliation on Sept. 30 and then another plan to include the physical installation in the coming year*
- *No questions from the Board*
- ***ACTION:*** *Court and the SMMA will continue to meet with Cindy's team on this project and its logistics and installation over the coming months*

5. Public Realm Project Update– Kevin

a. Community Garden

- *Currently on hold, not able to recruit enough gardeners despite efforts of offering stalls to Centretown Community Association*
- *We will review program in winter*
- *First year of reach out with Community Association, excellent communications champions good first year of partnership*
- *Potential for United Way, Partner Hotel, whomever wants to use the space for the planters*

b. Play and Grow

- *Tree report complete, revised timeline, Design and Consultation – Winter/Spring 2022*
- *Construction: 2022*
- *Clearances and safety concerns, we are connecting with City Parks on how to set up a park space, it's still technically part of the road way,*
- *Kevin would like to get process through them if we need specialised landscape tech for this, what's the maintenance cycle, spend Winter and Spring sourcing*

- *We are looking to get grant funding for this, BIAs are now able to apply for funds. It is taking longer than expected but will continue into next year*

c. Bottle filling stations

- *Installed three units, supply chain issues continue to be a struggle for projects, block two location requires repair of the underground valve, waiting on locates to get the replacement*
- *Quote through Deleuth construction*
- *City of Ottawa reached out – wanted water tested which we completed, we now have to pay for the water we are using without a metre, working with city on what this fee will be*
- *City also wanted to use the fountain to promote Ottawa’s high quality drinking water*
- *Kevin approved this and the coroplast advertising will be up in the phone booths til the end of October \$100 per week per sign as revenue*

d. Asphalt Painting

- *Stencilling, being completed this as a throwback to 1960s*
- *Pilot element can be expanded upon for next year if successful this fall*

e. Light Court

- *Designed for placement on Block 2 with Creative Labs Inc*
- *supply issues so we ordered different units*
- *install on October 13, in place until Nov. 15*
- *We will look at this lighting as an addition to Christmas Décor if it fits*

Shed Mural

- *Great reaction from the community, well received, great splash of colour to the street, great opportunity to collaborate with Local Artists*

f. Ottawa Letters

- *Supply issues created delay, now in place, rotating colours, going to use policy for colour/advocacy programming policy – reserving the right internally until policy is developed and what causes/days we flip for*
- *Work on conditions to be met if we choose to open it up to the community. Seasons or days of national significance and marketing opportunities would be priority*
- *Chris asked if we will consider turning orange for TRC Day – yes we have already received notice for this and are aiming to do this on Sept 30*
- *Kevin looking to install a similar Sparks Street sign on the Shed for context and marketing identity*

g. Green Zone

- *Popular looking to expand for two additional zones with new vegetation that could provide shade,*
- *Looking at potential of adding a truss strategically placed for audio video requirements something we are going to explore.*

6. Infrastructure Repair

a. Interlock

- *Completed Elgin to Metcalfe*
- *Bank Street project scheduled for October 18*

- *businesses have been given notice for patio closures*
- **Water valve** repair 10,000K expense, already going into this year, for next will allocate to make sure all are functioning
- **Street lighting repair** on Block 2 requires excavation as it is bumped by vehicular traffic fixing in Fall

Public Washroom

- *In front of postal station B, install early Fall 2022*
- *Great connection to waterlines, tourism location, doesn't interfere with sidewalk or traffic coming through, we have stopped active programming on block one due to patio and tour space, good volume of activity.*
- *Chris identified that he is part of the process for Public Washroom installations for the Courtyards for the NCC and pathways, would welcome any information*
- *David Atkinson flagged that the differences shown for fully ultra accessible for example, includes adult change table vs non – change size of footprint 8x12 vs 8x20, sleek looking units, glass ones using decorative lighting are least favourable due to budget. Would like to continue to visit this item*
- **ACTION** Kevin will add as permanent agenda item
- *Chris currently undergoing on NCC plan for pathway bathrooms and courtyard bathrooms*
- *A lot of challenges with ongoing maintenance and their challenges*
- **ACTION:** Court will reconnect with Christopher and Bill and David about project
- *Max is wanted to confirm PCOs take, with the security and infrastructure, wanted clarification how and if those considerations have been made during planning*
- *David confirmed that Miranda (PSPC) has been brought forward these elements to be considered. For example the 4 metre offset for blast radius*
- *David continued by saying in the functional plan of design for Block 2– it is the number we have been using all along but if there is someone specific we should reach out to to confirm please let us know.*
- **ACTION:** Max will bring forward internally (RE Bathroom) to confirm right contact is informed
- *Max informed the board that his team has access to a best practices from around the world research document in terms of Accessibility it is a consolidated list of 100+ considerations.*
- *David said he is very interested in any of this documentation to support the initiative, design and installation process, and kindly requested this report if available*
- **ACTION:** Max will send a note to Miranda to send document to David.

Public Washroom Update

- To be located on Block 1 by Postal Station B
- Install early fall 2022



7. Executive Director Update – Kevin a. Office Re-Location

- *Kevin was assured we are ok for 24-35 months in the current office from PSPC,*

- *We will be the last ones out and knows location works well for us, PSPC recognizes the partnership for the area, there could be opportunities in other buildings on block 3 that are under occupied and wont be for ten years that we may be able to move to when time comes*

b. Return to Office

- *Staff to submit schedule for 50% capacity, currently occupying on rotation based, some days at 75% of staff*
- *Requests made based on comfort level*
- *Vaccine policy to be developed to keep staff safe, we are going to start looking at policy for board approval, will look the City of Ottawa policy document*

c. Site Rentals – *Royally Wrapped, etc we generated 7K in rental income between that and an additional film production*

d. Lafleur *as contractor has been good, minor tweaking of plantings, bollard access has been good, pleased with relationship,*

8. BIA-MA Merger/Integration

- *Public optics doesn't match what's on paper but it's important to note*
- *It does not make sense to integrate at this time as for the first time the Fed/Prov have been creating new programming, art, community, event grants – if we lose BIA status it could affect access to those*
- *We will continue using the advantages given by BIA or SSMA, the only thing to consider process of expansion to match the MA footprint and funding side it would make a lot of sense.*

Comms and Street Update

- *Wrapped up Sparkscation over 6000 entries, ongoing Ottawa Letters campaign*
- *Completed video Dan Rascal production*
- *Booking fall campaign using updated digital video content*
- *Little Victories Coffee Roasters has opened*
- *Ottawa Jazz Festival weekend was a success, great first time partnership, perception changer for Sparks street, can be used in the future for concerts and festivals*
- *OMIC Weekend also a success, continuing the partnership from previous years, able to execute under covid which was great to have return of live music for both organizations*
- *Incidents with street people increasing, working with municipality and OCOBIA to find better ways to respond to incidents – who is the right person to call? We have had multiple emails from businesses looking to connect with the right people that is not Police*
- *The line ends at bank street for many agencies for outreach – Sparks Street put back on map for attention*
- *Agency Centre 507 have just started an outreach we will be reaching out to connect on next steps*
- *We urge our membership to Call 311 as any and all incidents needs to be reported, it's the only way to get response back and additional resources, this data is important in outreach planning*

Budget 2022

- *Expand continue projects from this year to next – Green Zone, Avoid supply issues, Hit timelines in advance of approvals by submitting and having approval early*
- *As many projects as shovel ready as possible*
- *Budget needs to be submitted January 24 for council approval*

9. Other Business -

- *Chris Heatherington - NCC has officially taken over responsibly leasing of retail bays in properties owned by PSPC*
- *Chris team to host a Broker event in October, alcohol permit and food promoting the space, looking forward to animating these spaces*
- *Kevin asked which Sparks Street Northside Retail, small office tenants above, animating the street, project management*
- *Kevin offered Sparks Street BIA to support this event, can do a sampling of events*
- *Laura mentioned more film production aware of Sparks Street, this is a promising revenue stream once rental model has been defined, based on current market rate as we grow our Film Destination portfolio*
- *Chris would be happy to introduce Sparks Street to their film production team as well, great to make the connection*
- *Laura asked if there would be any media release regarding the MOU of 100 Sparks / 30 Metcalfe –*
- ***ACTION:*** *Chris will send Laura news release, comms on MOU when formally announced*
- *David wondered if any public realm elements for Block 2, might assist with fit ups or scale of store fronts or types of services as the MOU comes into play*
- *Max would welcome any information, as Inside Edge will be putting in specs and standards for re-development*
- ***ACTION:*** *David will send Max info pertaining to Public Realm design considerations*

Adjournment *Max moved, Chris seconded*

Notes:

Biography submitted:

Cindy Blackstock, PhD (Social Work)

Executive Director, First Nations Child and Family Caring Society of Canada

A member of the Gitksan First Nation, Cindy is honoured to serve as the Executive Director of the First Nations Child and Family Caring Society and a professor at McGill University's School of Social Work. She has over 30 years of experience working in child welfare and Indigenous children's rights and has published on topics relating to reconciliation, Indigenous theory, First Nations child welfare and human rights. Cindy was honoured to work with First Nations colleagues on a successful human rights challenge to Canada's inequitable provision of child and family services and failure to implement Jordan's Principle. This hard-fought litigation has resulted in hundreds of thousands of services being provided to First Nations children, youth and families.

She recently served on the Pan American Health Commission on Health Equity and Inequity and fundamentally believes that culturally-based equity is essential for meaningful reconciliation. Cindy is frequently sighted in the company of the Caring Society's reconciliation Am-bear-rister, *Spirit Bear*, engaging children in meaningful actions to implement the TRC Calls to Action.

Infrastructure and Asset Repairs List

Assets/ Greening

~~concrete bowls (2) block 2~~
~~Phonebooth lock brackets~~
Move highway Signage
Block 5 trees
~~Bollard Boxes~~
Bear repair
Paint black hand rails
Paint lampposts
Paint Bike racks
Repair and wax Statue of Joy
Territorial Prerogative statue wax

Plumbing

~~water service block 2 Subway~~
water service block 3 Good life

Lighting

Lafleur light post block 1
PSB light post block 1
Ashcroft light post Block 2
~~"S" repairs and replacement~~
~~New bulbs-gateway tulips block 1~~

Surface

~~Outside Bier market~~
~~Bollard Base replacement~~
~~Bollard Base repair~~
Block 4 waterfall repair
Interlock

Electrical

~~Highway Box block 2 by phone booth~~