

Annual General Meeting

Monday, Dec 7, 2020

7:00pm –8:00pm

Online - ZOOM

In Attendance

- Shan Yin (Brixton's)
- Alicja Alicja Postolek (A2Pret)
- Ian Wright (Snow Goose)
- Nazmi Fawaz (Bello Uomo)
- Jeff O'Reilly (Darcy's)
- Jason Komendat (Retro Rides)
- Lindsay Appotive (True Bijoux)
- Jag Ghuman (Freshii)
- Stephanie Appotive (Howards)
- Kevin McHale
- Laura Young
- Marissa Lord
- Bob Rumscheidt

Declaration of Conflicts

None

1. Approval of Agenda

Ian Wright, seconded Nazmi Fawaz

2. Approval of the past minutes

Ian Wright, seconded Jason Komendat

3. Update from Chair – Ian

- Ian reflected that it's been a difficult year and will continue to be, we've lost long serving members
- Thanked Sparks Street BIA staff for efforts and visitors says street looks good despite the pandemic
- Kevin thanked the Board of Directors for the continued efforts they make and the constant thinking of what's best for the street and what's best for everyone. Great working relationship with board

4. Presentation of the Annual Report – Kevin

- *Kevin discussed the AGM Report document.*
- ***ACTION*** Report will be available on the members website
- *Discussed highlights starting with Winterlude and it will be returning in 2021 with ice and art pieces street will be lit up for three blocks from bank to Elgin street*

- *Tried to get the information out cleanly to all members as there was so much coming in from all levels of government*
- *Had to change many events and we have a plan in place we are able to advance the plans in 2021 if not we have other events*
- *Activations and events add to the experiences of the street*
- *Support of our partnerships increased in 2020 and will continue to increase in 2021*
- *Outreach has gone way beyond other years, for example working with new City departments*
- *Ottawa Public Health will be heavily what's allowed and not allowed in the future event landscape*
- *Tourism is likely returning in 2024, really important to target local residents and businesses start looking at new more local offerings*
- *Campaigns for marketing targeted hyper local (30 minute walk of sparks street) want to reintroduce Sparks Street into their lives don't think of sparks as part of the core, we need to start improving that, in the next 10 years an additional 30 thousand residents will move into the core. A lot of potential customers we need to be talking to now*
- *Influencer market successful we'll be using new voices in 2021*
- *We will work with our patio owners and make active spaces during Winterlude*
- *We are looking to animate store frontages as per retail management study, making major property owners aware of that. Covid sidelined the conversation but will be picking up again and the vacant spaces create dead zones*

MOTION TO APPROVE THE SPARKS STREET BIA AGM REPORT: MOVER, Jeff O'Reilly, SECONDED Ian Wright

5. Presentation of the 2019 Financials – Kevin

- *Kevin presented the Financial Statements and Budget Documents*
- *\$620K surplus, going to do a draw down, No financial issues with the organization*
- *One outstanding bill from 2018 due to third party clerical change*
- *We have frozen levy's for 2021, did a draw down from reserve to cover additional expenses*
- *Going into next year expenses have a full slate of programming and are not projecting any revenue for any of our events this year.*
- *Looking to secure 540K from general levy*
- *PILT is generated by properties own by federal government*
- *\$7500 coming from world exchange for cash in lieu of parking*
- *100K draw down from reserve*
- *We got caught this year with budget due to lack of event revenue, so we have made them is revenue on the expense side. Therefore revenue neutral*
- *Unrealistic to do a Ribfest but Poutinefest could potentially happen fingers crossed with adapted programming*
- *Staffing and administrative expenses are split 50/50 with the Mall Authority*
- *We plan on doing a lot of training virtually we anticipate these will be charging in 2021 because of the need for revenue*
- *Audit fees under City of Ottawa as part of a BIA, huge cost savings*
- *We have left money in for hospitality*
- *Community event funds helps support third parties that want to activate on Sparks*

- *Circus Factory online programming expanding offerings if we can't do large event, exploring controlled ticket event indoors*
- *Stephanie Appotive inquired as to status of Federal Government Levy*
- *Kevin explained the structure of levy and that the south side is valued higher, the Federal Government doesn't assess their building for owning them but what it would cost to replace brick for brick*
- *Every year city of Ottawa negotiates the property tax the Federal Government*

6. 2021 Outlook

- *Very much in the Federal Government's hands with vaccine specific need for a new normal.*
- *Stephanie Appotive suggested a working group for Christmas Committee in an effort to improve holiday decoration of the street*
- **ACTION:** *KEVIN bring forward to the board in early 2021 and confirm costs considerations and budget*
- *Stephanie Appotive inquired as the status of any additional business closures*
- *Kevin confirmed the two locations listed above (The Peace Room and Shoe Box)*
- *Jeff O'Reilly confirmed Darcy's has closed the next two months, does not make business sense Darcy's will step aside confident back in February*
- *Nazmi inquired about standardizing operating hours on Sparks Street – anything we can do?*
- *Kevin replied that there is no real way or resources to regulate or enforce this – that each business person should talk to their neighbour to stay open, if everyone gets on the page, it's something we can promote short of landlord setting policies in their leases*
- *Kevin reminded the board that Sparks Street is no longer considered a Mall - reality is BIA has no control of it, there could be potential for PSPC enforcing operating hours in the lease*
- *Kevin suggested that the ideal hours 11am-6pm, 11-7 – likely wouldn't lose sale if opened at 11am but would gain a sale if remaining open after 6pm*
- *It would be beneficial for all retailers on the same clock it makes it easier*
- *Ian inquired as to the status of the World Exchange Plaza parking status as "Lot Full" on weekends*
- *Kevin replied that he is in talks with them, and continues to pursue a response from them*
- *Kevin is also connecting with the City of Ottawa bylaw to have regular patrol of Sparks Street now that bollards are removed for the winter season*

7. Other Business

Adjournment

MOTION TO ADJOURN: Jeff O'Reilly, Seconded Ian Wright

Next meeting December 14th (Combined with Mall Authority)