



ANNUAL GENERAL MEETING 2017/18



18 JAN. 2018 / 8:30 AM / 1321 WELLINGTON ST. WEST / OTTAWA BAGELSHOP

ATTENDEES

- **Attendance:** 35 Members attended the meeting, including WWBIA Board members
- **Ex-Officio:** D. Van Staalduinen, A. Graham

CALL TO ORDER

1) WELCOME:

- (Delivered by Dennis Van Staalduinen, Executive Director / John Ferguson, Chair, WWBIA Board / Jeff Leiper, Kitchissippi Ward Councillor/ Brian Simpson, City of Ottawa BIA liaison)

2) APPROVAL OF AGENDA:

MOTION: BIR that the Agenda for the 2018 AGM for Wellington West BIA as proposed, be adopted.

- **Moved:** J. Ferguson; **Seconded:** M. Morris

3) APPROVAL OF 2017 AGM MINUTES:

MOTION: BIR that the Minutes of the 2017 AGM for Wellington West BIA as presented, be adopted.

- **Moved:** J. Ferguson; **Seconded:** M. Frojmovic

4) EXECUTIVE DIRECTOR'S PRESENTATION: A YEAR IN REVIEW 2017

(Dennis Van Staalduinen, Executive Director WWBIA)

D. Van Staalduinen highlighted the successes and challenges of 2017.

Of note, the office moved from 76 Holland Avenue to 1285 Wellington St. West on the second floor of the Cube Gallery; and there was a change in Executive Directors.

We also expressed our thanks, on the record, to:

- **Zachary Dayler** his predecessor, for more than three years of excellent service as ED.
- **Alexandra Graham** the BIA's Administrative Assistant, who single-handedly managed the move of offices, handled all day-to-day work, AND organized Tastes of Wellington West - our largest annual event - during the transition period.

Office Hours: There will now be regular, public office hours - Tuesday to Friday from 10:30 am to 3:30 pm.

ADVOCACY COMMITTEE. CHAIR: MICHEL FROJMOVIC

This is a newly re-formed committee that first met in late 2017.

Committee Mandate:

- Member census data & customer research
 - Issue management & response
 - BIA advocacy & positions
 - Engagement with government(s)
 - Planning & infrastructure
 - Transportation & mobility
 - Policy
 - Community partnerships & Liaison
 - Member education & events
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There are a number of Member Education sessions coming up in the months ahead. The events will take place at Cube Gallery, 1285 Wellington St. West:

- **January 29, 2 pm, Member Workshop** Bryden Denyes, City of Ottawa Core Roads will discuss snow removal, street sweeping and prioritization
- **February 26, 6:30 pm, Member Workshop** the 10th anniversary “State of the BIA” workshop, speaker TBD
- **March 4, Westfest Launch Party Lineup announcement**
- **April 9, 8:30 am, Member Workshop** on Tastes of Wellington West

Member interested in joining the Advocacy Committee please contact info@wellingtonwest.ca. The BIA would like to have a multitude of views represented to help formulate our positions.

Some quick facts about the BIA:

- ❑ The BIA is 2.2 km long, the longest stretch of traditional mainstreet in any Ottawa BIA.
- ❑ Only two other urban, traditional mainstreet BIAs have more members than the WWBIA - Bank St. and Rideau St.
- ❑ Wellington West BIA members employ 3186 full time employees, 1371 part time employees for a total of 4557 employees in the BIA.

- ❑ Retail is among the top three employers in the region, with government and high tech being the other two.

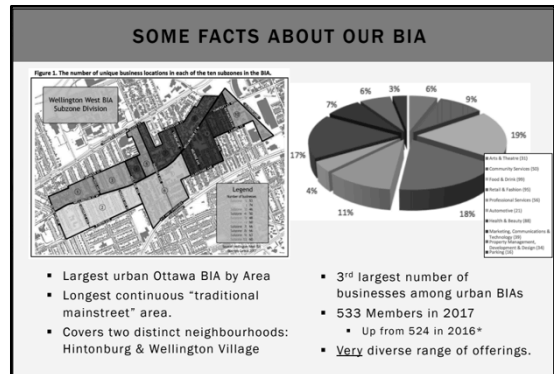
The BIA will continue to do research into what kinds of businesses compose the BIA, and who the customers of the BIA are, how they arrive here and what they shop for.

BEAUTIFICATION COMMITTEE. CHAIR: JOHN FERGUSON

Committee Mandate:

- Planters, gardens, and greenery
 - Street furniture, trash receptacles
 - BIA way-finding signage & banners
 - Place-making exercises & projects
 - Graffiti removal contract
 - Monitor snow removal operations
 - Accessibility efforts
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In 2017 the committee accomplished a number of goals including:



Continued maintenance of the street: graffiti removal, street asset maintenance, Bell Box painting, traffic control box wraps, supporting the grow tower at the Community Centre, changing of banners & signs.

We also launched the Gallery 150 installation on Pinhey Ave. with the mayor, MP, and Councillor in attendance.

Beautification Committee Priorities for 2018:

- Refresh all signage and banners
- 10th Anniversary theme
- Installation of 2 bike repair stations
- Funded in 2017 – HCC & Fresh Air Experience
- Explore place-making opportunities -Possible: Wellington & Parkdale
- Street furniture review

GALLERY 150 PROJECT



- **Canada 150 project:**
- Flexible "street museum".
- First exhibit curated by Dave Allston launched November 27, 2017.
- 1-2 exhibits planned for 2018.
- Exploring second gallery in Wellington Village for 2019.
- Co-funded by City grant and BIA.

Experimental Pilot Project for 2018 - Snow Removal

Wellington West BIA is seeking a contractor to target several high-visibility snow removal annoyances in our area that fall outside the City’s standard winter operations.

- 1) Clear key gathering points and public amenities.
- 2) Keep benches and trash bins free of snow and accessible.
- 3) Clear a few bike racks per block for winter cyclists.
- 4) Clear and maintain “accessibility cuts” through wind-rows.

MARKETING COMMITTEE: CHAIR: SHARIF VIRANI

(NEW: Mr. Virani was welcomed and Trish Spooner was thanked for interim service)

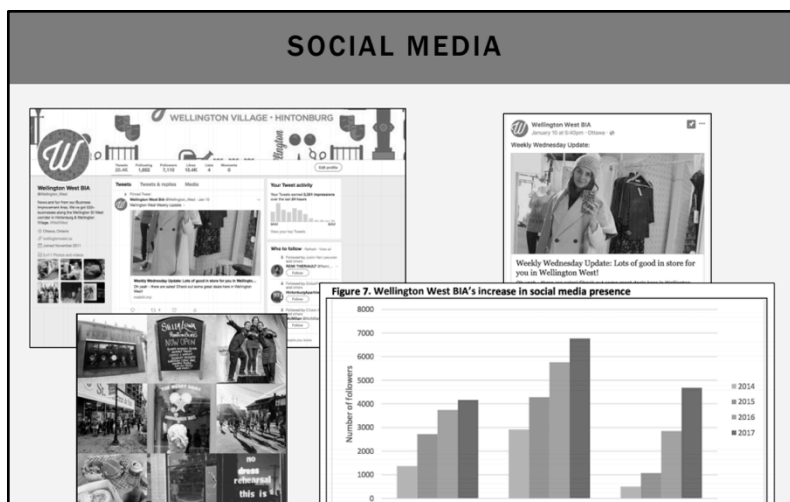
Committee Mandate:

- Wellington West branding & management
- Promotional campaigns
- Creative contract management
 - Creative agency contracts
 - Social Media
 - WellingtonWest.ca Website
- Partnerships & “cluster marketing”
- Calendar of events
- Tastes of Wellington West
- Sponsorships

We received significant amounts of local, national and international earned media for Wellington West in 2017 - with more than 279 mentions over the course of 2017.

The BIA also advertised in the Kitchissippi Times, Edible Ottawa, on the radio and held radio shows on CKCU.

We carried out a very successful “cluster marketing” initiative in late 2017 among the women’s clothing retailers: Pay it Forward, which supported a local women’s shelter.



Social media statistics for the year were up year over year.

Many of the BIA's campaigns also used social media to like or share information about the neighbourhood and had a large reach.

The BIA supported a number of promotions throughout the year, from Vinyl Faces for the Juno Awards, to the 12 Days of Giving at Christmas. Also of note: Dine out for March, Buy Canadian Day, Valentines Day promotions, Meet the Makers at the Shops of Wellington West.

In addition it was a successful year of sponsorships of other events in the BIA including, but not limited to, Prose in the Park, Parkdale Pops, The Happening, Dog Movie Night.

The BIA also held its signature event - Tastes of Wellington West - which benefited from a beautiful day!

Priorities for Marketing for 2018 include: Creation of a new website, increased sponsorship for Westfest, which is taking place at the Tom Brown Arena this year, much closer to the BIA than in years past.

There will also be a "brand refresh" to mark the 10th anniversary of the WWBIA.

5) TREASURER'S REPORT:

R. Kemp discussed the 2018 budget and how it compared with 2017. A detailed analysis can be found here.

He stated the WWBIA has the lowest levy amongst Ottawa BIAs. The BIA is proposing an increase to the levy of 5% - 2.5% of which will go toward increasing spending - 2.5% towards a future project (savings).

In 2018 there will be better breakdowns of budget numbers by committee.

R. Kemp went on to discuss the research the BIA does. He stated the BIA hopes to determine why there's a 25% turnover in Wellington West, and how to determine what businesses will be successful here and try to attract them.

MOTION: BIR that the 2018 budget for the Wellington West BIA as presented, be adopted.

- **Moved:** M. Steinberg; **Seconded:** S. Baird

6) NEW MEMBERS:

Two new members have joined the BIA board: Terry Fitzpatrick and Brian Muzyka.

The following motion was adopted:

MOTION: BIR that Terry Fitzpatrick and Brian Muzyka be appointed to the Board of the Wellington West BIA.

- **Moved:** J. Ferguson; **Seconded:** L. Greenberg

7) QUESTIONS & COMMENTS

There were no questions or comments.

ADJOURNMENT

MOTION: to Adjourn the Meeting

- **Moved:** J. Ferguson; **Seconded:** M. Frojmovic

NOTES