



# MINUTES: 2019-2020 ANNUAL GENERAL MEETING

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JANUARY 9, 2020 – 9:00 A.M.

GREAT CANADIAN THEATRE COMPANY

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## ATTENDANCE

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22 BIA business members in attendance

Also in attendance: City Councillor Jeff Leiper; assistant Fiona Mitchell; representatives from the 2019 Board who will continue on in 2020: Nathan Dubo, Ashley Hopkins, Summer Baird, John Ferguson, Mike Morris, Brian Muzyka, and Sheena Whitten

Board member regrets: Toon Dreesen, Sam Feldberg, Ellen O'Connor, Terry Fitzpatrick (as well as Ghummaz Bahtti who is stepping down from the Board)

BIA Staff in attendance: Dennis Van Staalduinen (Executive Director), Tara Ouchterlony (Community Office Administrator), Ted Simpson (Digital Media Maker), new staff hire Kevin Faulkingham (Marketing and Communications Manager)

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## 1. OPENING & WELCOME - BOARD CHAIR JOHN FERGUSON

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→ **Welcome - Introduction of Board Members, committees, guests**

- Executive Director, Dennis VanStaalduinen reviewed the quorum details and requirements for attendance of Board Members.
- Board member Sheena Whitten counted 21 present at the start of the meeting.
- Quorum met
- Thank you to the GCTC for being great community partners.

→ **Hand-over to Board Chair John Ferguson**

- Spoke of the excitement and newness of 2020 and opportunities ahead for the BIA
- Reviewed new initiatives, including the full-day BIA retreat in June, Block Captain program
- Thanked Board Members for time and commitment. Mike Morris (Vice-chair), Sheena Whitten (Secretary), Brian Muzika (Treasurer), Councillor Jeff Leiper, Board members Nathan Dubo, Ashley Hopkins, Summer Baird and absent Board members (Toon Dreesen, Sam Feldberg, Ellen O'Connor, and Terry Fitzpatrick. Also thanks to Ghummaz Bahtti (absent and stepping down in 2020).
- Reviewed and thanked all Committee members

→ **VOTE: Motion to Approve Agenda - 2020 AGM**

Moved: Sheena Whitten, Seconded: Ashley Hopkins  
Motion carried.

→ **VOTE: Motion to Approve Minutes - 2019 AGM**

Moved: Summer Baird, Seconded: Mike Morris  
Motion carried.

- John gave thanks also to Executive Director, Dennis Van Staalduinen for bringing the Board and the BIA to where it is today.
- **Hand-over to City Councillor, Jeff Leiper.**
  - Councillor Leiper gave thanks to Dennis as well. Spoke of how he has two BIAs in his ward and is appreciative of how active and progressive they are. As well, highlighted how the BIAs are such important partners in his work with residents.
  - Expressed expectations that this year to be the busiest ever: new transportation, Official Plans, huge / ongoing development, the new LRT.
  - Expressed that he is very appreciative of the Wellington West Business Improvement Area.
  - Highlighted new work on Parkdale park is one example of innovative, and more active programming. Yes, he also has to commit to work on less exciting areas, like garbage and snow etc. but looks forward to partnering on the more exciting stuff too.
  - Mentioned his ward newsletter and his community pop-ups as ways to ensure residents don't miss out on announcements, from City Hall etc.
- **Acknowledgement of departing staff – Board Vice-Chair, Mike Morris**
  - John and Dennis called up Mike Morris to help thank staff who are moving on: Tara Ouchterlony and Ted Simpson will both move on from their current office positions in 2020. Both presented with token gifts.
  - Tara will move on after contract work and training of new Office staff in Feb/March; after that may continue to work for the BIA on contract basis.
  - Ted will return to freelance work and will stay on as a contracted photographer.
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- **Introduction of Marketing & Communications Manager – Board Secretary, Sheena Whitten**
  - Sheena called up to make introduction of new staff hire Kevin Faulkingham as Marketing Director.
  - Kevin introduced himself and expressed excitement to start on Monday.
  - Kevin used to work at the GCTC as Marketing Manager at GCTC, also worked for Bluesfest and Telus Ride for Dad on the past.

## 2. EXECUTIVE DIRECTOR'S REPORT – DENNIS VAN STAALDUINEN

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- **Highlights & Milestones – by committee action area**
  - Dennis explained the highlights would be photo-based with minimal interjections.
- **Placemaking & Beautification**
  - - From benches to bollards to planters, and beyond..
  - Parkdale Park ArtWall: A partnership project with Daniel Martelock. Highlighted how, instead of painting over, people requested that “homes” be found for the completed works.
  - 100<sup>th</sup> Anniversary of Wellington Village: a successful celebration of this historic date including a permanent installation in Wellington Village.
  - Planters across the BIA: moving towards more partnerships such as the ones with Thyme & Again and Wild Willy's. As well, sponsored bed at HCC (via Giant Tiger)
  - Increased activation of Somerset Square and Parkdale Park in 2019. Both viewed as successes.
  - Ottawa Flower Market: 1<sup>st</sup> ever Flower Market in Somerset Square. Great success, culminating in a generous donation to Causeway.
  - Hintonburg Place Plaza Project: 100% shovel-ready for the spring. Partners at OCH as majority partner.
  - New project: Parkdale Area—People, Place, Mobility Study. Working with Alta Planning to create a more people-oriented realm around the Parkdale Market. Improve the intersection between people, cyclists, and cars. 10K grant (City of Ottawa, Municipal Parking Management Strategy) approved already for stage one, which is planning. Hope for another 10K grant in 2020, which is to be implementation. Thanks to Councillor for assistance on the project.

→ **Marketing & Events**

- Parkdale Market partnership: Realization, in 2019, that Ottawa Markets spends most time and funding on Byward Market. So the BIA (unexpectedly) pitched to take-over the Parkdale Market Marketing. The proposal was successful and included \$15K. This year it has been increased to \$20K in 2020.
- Overall goal is to continue to animate and build Parkdale park into a greater attraction.
- Highlighted partnerships with Hintonburg Community Centre , The Happening, PorchFest, Chamberfest, Pop-up Cinema, 1000 Strings.
- Celebrating our areas; a “community of communities”: Highlighted that people don’t see this area as “one area” at all. It is much more eclectic and diverse than that. Strive to enable members to engage even if they are “off main”. Examples of Parkdale Corner; BIA support of the 1<sup>st</sup> local holiday market (Santa and choir) etc., work to continue to pilot the formalized support of these “cluster Marketing” projects.
- Highlighted the 1<sup>st</sup> ever Window Decorating contest. A success.
- 15<sup>th</sup> anniversary of TASTE of Wellington West in 2020. Found that 2019 was a great year and the staggering of food sample times helped to keep people in the area, and lingering, and ideally visiting stores that are new to them etc. Less “mad dash” for samples, more of an engaging event. All with just \$11K investment from the BIA. Stressed that it is the businesses that help support and drive the success of TASTE.
- Hope to be more intentional about highlighting the faces and personalities and dynamism of the individual members of the BIA community in 2020.
- Hope to improve on tracking of our work, our impact, our successes and our overall metrics. Kevin will intentionally target this work.

→ **Advocacy & Member Engagement**

- Services to our Members stressed as an important focus.
- Highlighted McGee House and how we would approach an issue like this differently if it were to happen again. Impact on business is obvious and clear that work to avoid negative impact on businesses is critical. Learning from these unexpected events is crucial moving forward.
- - Continue to partner on events such as Cleaning the Capital. We are not a mall, and an important goal is to (creatively) highlight that.
- - Be More Social events helped to bring Members together and put the spotlight on Members with that experience great (online) success and offer their tips to share more broadly across the BIA.

→ **Strategic Planning Study – what we heard from you**

- 60pp document resulted with a 5pp summary.

→ **Vision & Pillars**

- - Vision: create a “diverse and welcoming community of communities collaborating to achieve business success”.
  1. Collaborative Engine for Entrepreneurial Success
  2. Community of Diverse Communities
  3. Welcoming people; places to explore and be inspired.

→ **Boundary Expansion Study**

- In the process of approaching City Hall for permission to expand our boundaries
- Not currently a lot of businesses in these areas but with future growth, more will be coming. Will also capture current successes like Merry Dairy etc.

→ **Benefits for BIA / Membership:**

- Outreach to three LRT stations
- Neater boundaries, no business left out (within Hintonburg and Wellington Village)
- Addition of 1/3 increase in assessed value, financially

- Could comfortably increase overall \$ base without big \$ increase to individual members (while committing to remaining one of, or the, most affordable BIAs in the city)
- Holland Cross for example, would be included. Big draw of Tunney's staff, but little draw to wider community. The BIA could help them to expand reach
- Expansion of Graffiti removal services. New! BIA now covers all businesses within the boundaries, no longer just main street

→ **Plan & Timeline:**

- Realistic to look for expansion to start at beginning of 2021, if all goes well.
- Budget would reflect this at our next AGM.
- Dennis plans to visit all businesses within the expansion area and gather letters of support.
- Fedco Committee first step, then put to a vote with City Council, then formation of wording for the bylaw, and letter to all properties with option to object. Two-thirds of letter receivers would need to object to end the motion. Mid 2020 would see Council vote to approve.
- Directed all to look at the wording of the Motion.

→ **Questions & Discussion**

### 3. BOUNDARY EXPANSION PROCESS FOR 2021

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→ VOTE: Motion to Initiate Boundary Expansion Process for 2021

Moved: Ashley Hopkins, Seconded: Summer Baird.

Abstained: Jeff Leiper

All in favour. Motion passed.

### 4. TREASURER'S UPDATE – BRIAN MUZYKA

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→ **Budget Reports for 2018-19**

- Review of 2019 Year-End Financials
- Review of last year's Budget summary, basically we came in on budget last year. (\$180 over)
- Surplus kept for contingency for all Committees

→ **2018 Auditor's Report**

→ VOTE: Motion to Approve Auditor's Report

- Moved: Mike Morris, Seconded: John Ferguson
- Abstained: Jeff Leiper
- Motion passed.

→ **Presentation of WWBIA 2020 Budget**

- Brian highlighted how the BIA will look for more monies/ grants/ sponsorships coming in, in 2020.
- Levy increase for most is really only \$30-\$50 per business, but overall it makes a big impact

- Namely, the main increase is in Marketing focus: driving of people to the neighbourhood, and the impact of the proposed boundary expansion—for example work to bring people from the three LRT stations to our BIA businesses.
- We truly are one of the most economical BIAs in the city. We don't throw money but instead we work to drive value. Highlighted Kevin's new role as a lead driver of this.

→ Marketing Overview:

- If we don't get the money, we don't do the events.
- We market areas and will support cluster events.
- Intend for increased use of research to help target certain demographics strategically.
- Reviewed main categories of spending for 2020

→ **Questions & discussion**

- No questions

→ VOTE: Motion to Approve WWBIA 2020 Budget

Moved: Sheena Whitten, Seconded: Mike Morris

Abstained: Jeff Leiper

All in favour. Motion passed.

## 5. WRAP-UP

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- Thanks to the GCTC for hosting the AGM.
- Highlighted Committees again, and attending meetings as a one of the ways for members to be involved, including one Board vacancy that could be filled.
- No announcements

→ VOTE: Motion to Adjourn

Moved: Veda Rajole, Seconded: Mike George

Abstained: Jeff Leiper

Motion moved.