



# MINUTES: JANUARY 2023 ANNUAL GENERAL MEETING JANUARY 10, 2022 – 9 A.M.

ONLINE INTERACTIVE YOUTUBE STREAM (VIA “STREAMYARD”)

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## **ATTENDANCE: QUORUM REQUIREMENTS ACHIEVED**

- Majority of Board members Present: 7 out of 10
- Total BIA Members plus Board: 21 Registered
- Guests not counted toward quorum: 4 Registered
- Regrets: Board Chair Brian Muzyka unable to attend
- Ex-Officio: Dennis Van Staalduinen, Executive Director;  
BIA Staff: Devon Armstrong; Ashley Thurston; Jason Fuerst; Zoë Argiropulos-Hunter (minutes)

## **1. OPENING & WELCOME - BOARD TREASURER MIKE MORRIS**

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- General welcome; reminder of today’s Board Election for 2023-2026
- Greetings from Councillor Jeff Leiper
- Confirmation of Quorum – confirmed. (see attendance notes above))

### CALL FOR: Declarations of Pecuniary Interest

- No Declarations brought forward.

### MOTION: Approve Agenda WWBIA 2023 AGM - APPROVED

- Moved by: Summer Baird; Seconded: Johannah Arbuthnot

### MOTION: Approve Minutes WWBIA JAN 2022 AGM - APPROVED

- Moved by: Tamara Steinborn; Seconded: Carrie Lucas
- Thank you to 2019-2022 Board for its service – Devinder Kaur
- Update on BIA Staffing – introduction of new team members
  - Membership recognizes and thanks Shannon Campbell (Operations Manager) and Zoë Argiropulos-Hunter (Communications and Marketing Assistant) for their service with the Wellington West BIA

## **2. EXECUTIVE DIRECTOR’S REPORT - DENNIS VAN STAALDUINEN**

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### **REPORT THEME: BIG HIGHLIGHTS, CHALLENGES, AND WINS FROM 2022**

- **2022 Member Outreach Blitz** – significant increase in member awareness and engagement
- **2022 Funding - Downtown Ottawa Business Relief Fund** – BIA team assisted more than 60 member merchants who applied for and received post-convoy relief
- **Increased Revenue Share from grants / sponsorships** - successfully increased budget while decreasing member levies, offset by increased revenue growth from grants and funding
  - Eg. 2023 Canadian Tourism Grant – new \$189K grant for Heart Season (January-March) programming
- **Strong Increase in Member Engagement** - uptake of seasonal programming
- **Record Charitable Campaigns** - more than \$30K raised for Parkdale Food Centre, Heart Institute, Ottawa West Community Support
- **Placemaking – Successful Streetkeeper Pilot** - increased BIA street presence and improved project execution.
- **Re-energized Parkdale Market programming** – with Friends of Parkdale Market partners, very successful Wednesday concerts and Night Markets

### **2023 PREVIEW: KEY BIA GOALS AND OBJECTIVES FOR 2023**

- Announced \$50K reduction of member levy, due to \$189K HEART Season programming grant received from Canadian Federal Government (FedDev Tourism grant)
- Goals for 2023:

- **Increase member engagement** following feedback from member survey
- **Serve more members more often:** engage target members early and often in seasonal and BIA programming
- **Solve more area problems:** engage community, members, City in visioning / problem solving
- **Operational excellence:** Improve efficiency and efficacy
- **Sustainable revenue growth:** Grow revenue to more than 20% of annual operating budget so we can keep decreasing annual member levies over time.

### 3. FINANCIAL REPORTS/BUDGET - MIKE MORRIS & DENNIS VAN STAALDUINEN

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#### MOTION: Approve 2021 Auditor's Report - APPROVED

- Moved by Amy Gatschene; Seconded by: Randall Kemp
  - Audit Note: 2020-2021 BIA wage subsidy funds of \$26K still being held by the City during multi-BIA eligibility review. Hope to release funds in 2024 Budget year.

#### **REVIEW OF 2022 YEAR-END INTERIM FINANCIAL REPORT – NO VOTE REQUIRED**

- Total surplus: beat our revenue targets for the year due to grant funding and increased staff capacity
  - Unspent budget: \$27,743
  - Surplus revenue: \$23,937

#### **PRESENTATION OF 2023 WELLINGTON WEST BIA BUDGET**

- Thanks to Tourism grant cash influx, **member levies will be decreased by 9.6% for 2023** (as approved by WWBIA Board in December 2022)

#### MOTION: Approve Wellington West BIA Budget: APPROVED UNANIMOUSLY

- Moved by: Tamara Steinborn; Seconded by: Michel Frojmovic

### 4. ELECTION OF NEW BOARD OF DIRECTORS

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- Overview of election procedure – call for floor nominations (two received – see \* below)
- Confirm slate of nominated / returning candidates:
- **Returning Board Members:** Brian Muzyka, Devinder Kaur, Mike Morris, Maddie LePage, Mark Fortier-Brynaert, Summer Baird, Tamara Steinborn, Elsbeth Vaino, Callie Sanderson
- **New Candidates:** Amy Gatschene – Motif; \*Kourtney Morin – Hello Dolly; \*Lindsay Machinski - Urban Art Collective

#### MOTION: Close 2023 Board Nominations with full slate of 12 candidates - APPROVED

- Moved: Johannah Arbuthnot; Second: James Vince

#### MOTION: Approve the nominated candidates for the 2023-2026 term of the Board of Directors of Wellington West Business Improvement Area - APPROVED UNANIMOUSLY

- Moved by: Tamara Steinborn; Seconded by: Chloé Lucas

#### **FINAL 2023-2026 BOARD OF DIRECTORS – AS APPROVED**

- Brian Muzyka, Devinder Kaur, Mike Morris, Maddie LePage, Mark Fortier-Brynaert, Summer Baird, Tamara Steinborn, Elsbeth Vaino, Callie Sanderson, Kourtney Morin, Amy Gatschene, Lindsay Machinski

### 5. WRAP-UP

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#### MOTION to Adjourn AGM: APPROVED

- Moved: Johannah Arbuthnot; Second: Amy Gatschene