



Wellington West BUSINESS IMPROVEMENT AREA

ANNUAL REPORT:

2021

AGENDA - ANNUAL GENERAL MEETING

1. OPENING & WELCOME – INTERIM BOARD CHAIR BRIAN MUZYKA

→ Call for declarations of pecuniary interest.

MOTION: Approve Agenda - 2021 AGM

MOTION: Approve Minutes - 2020 AGM

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

- Acknowledgement of new/departed Board Members since Jan 2021
- Call for Board / Committee Interest
- Welcome from Councillor Leiper

2. ADOPTION OF BYLAWS (SEE LINKS)

→ Overview of new mandatory governance policies - Dennis

- [Document 1](#): WWBIA Board Procedure By-law;
- [Document 2](#): WWBIA Policies on Procurement, Staffing, Disposition of Lands
- [Document 3](#): WWBIA Board Election-Related Resources Policy

→ Reading of [formal motion to adopt](#) governance documents.

MOTION: Adopt Bylaws (see Motion)

3. EXECUTIVE DIRECTOR'S REPORT – DENNIS

→ Highlights from 2021

→ Objectives for 2022

→ Questions & discussion

4. FINANCIAL REPORTS/BUDGET – BRIAN

→ 2020 Auditor's Report

MOTION: Approve 2020 Auditor's Report

→ Review 2021 Year-End Financials

→ Presentation of WWBIA 2022 Budget

- Call for questions / comments

MOTION: Approve WWBIA 2022 Budget

5. WRAP-UP

MOTION to Adjourn

→ Announcements

Motion to Approve Agenda

Move / Second / Vote

Motion to Approve Minutes - 2020 AGM

Move / Second / Vote

WWBIA BOARD

Current Board Members (*joined in 2021)

***Maddie LePage**
Chair MKTG

ACART Advertising - Marketing, Events
and Corporate Partnerships

Mark Fortier-Brynaert
Chair ADVO

Mann Lawyers

Summer Baird

Hintonburg Public House

***Tamara Steinborn**

Kindred Shop + Studio

Dave Urichuck

Life & Business Coach

***Elsbeth Vaino**

Custom Strength Owner/Manage

***Callie Sanderson**

iPolitics – Business Development

<VACANT>

Member at large

Executive Committee

Brian Muzyka

Interim Chair of the Board
RBC

<VACANT>

Permanent Chair / Vice Chair

Devinder Kaur

Secretary of the Board
Prana Shanti Yoga

Mike Morris

Treasurer
Morris Home Hardware

City Council Representative

Jeff Leiper

Kitchissippi Councillor

ACKNOWLEDGEMENT OF DEPARTING STAFF/BOARD



THANK YOU!!

Michelle Eagen

- Operations Manager
- Nov. 2020-Dec. 2021

Board Members (since last AGM)

John Ferguson

Sheena Whitten

Nathan Dubo

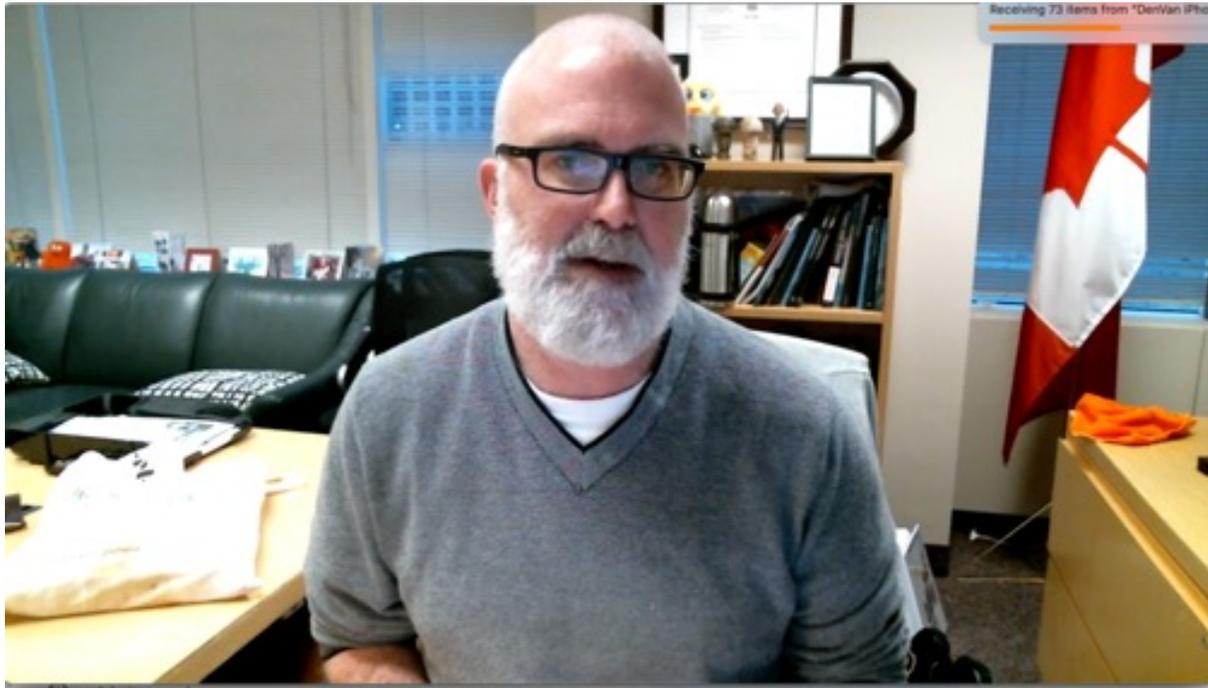
Sam Feldberg

ARE YOU INTERESTED IN JOINING?

- **Next four-year term Election next AGM**
 - Applications or nominations accepted now.
- **Qualities/qualifications we're looking for:**
 - Passionate about this place.
 - BIA members - at least one more from restaurant, arts, or retail industries.
 - Increased racial / cultural diversity.
 - Expertise in planning, property management, architecture, or landscape design.
 - Expertise in accounting, human resources, data management, or book-keeping.

NEIGHBOURLY GREETINGS

■ Welcome from Councillor Leiper





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ADOPTION OF
BYLAWS

ADOPTION OF BYLAWS - DENNIS

- **Overview of governance policies**
- **All BIAs required to adopt similar rules.**
 - Greater transparency; public accountability.
 - Clearer rules for finances, ethics, diversity, conflicts of interest.
 - Clarifies role of Councillors on all Boards.

FORMAL MOTION

WHEREAS Subsection 238(2) and 238(2.1) of the Municipal Act, 2001, provides that every local board shall pass a Procedure By-law governing the calling, place and proceedings of meetings and providing for public notice of meetings; and

WHEREAS Subsection 270(2) of the Municipal Act, 2001 provides that every local board shall adopt policies with respect to the sale and disposition of land, hiring of employees, and procurement of goods and services;

WHEREAS Section 88.18 of the Municipal Elections Act, 1996 provides that local boards shall establish rules and procedures with respect to the use of board resources during an election campaign period;

WHEREAS the Wellington West BIA Board, a “local board” as defined by the Municipal Act, 2001, wishes to adopt the attached Procedure By-law and Policies as required by the Municipal Act, 2001 and Municipal Elections Act, 1996;

THEREFORE BE IT RESOLVED that the Wellington West BIA Board adopts these documents as required by the Municipal Act, 2001 and Municipal Elections Act, 1996:

- Document 1: Wellington West BIA Board Procedure By-law;
- Document 2: Wellington West BIA Board Policies with respect to the sale and other disposition of land, hiring of employees, and procurement of goods and services;
- Document 3: Wellington West BIA Board Election-Related Resources Policy.



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EXECUTIVE DIRECTOR'S REPORT

Highlights of 2021

GREAT OFFICE... CAN'T WAIT TO USE IT!



WORKING WITH GREAT PEOPLE!



SEASONAL MARKETING PROGRAMS



NEW MEMBER DATA SYSTEM



A Curated Nest

📍 1112 Wellington Street West
In Hintonburg, Near Rosemount Avenue

[Map / Directions](#)

📞 613-798-1114

[Shop Online](#)

[Gift Certificate](#)

WEB



Aurelius Food Co.

📍 1283 Wellington Street West, Unit B
In Wellington Village, Near Holland Avenue

[Map](#)

📞 613-



Bar Lupulus

📍 1242 Wellington Street West
In Wellington

Wellington West
BUSINESS IMPROVEMENT AREA

ALERT
FOR BIA MEMBERS

Hello member businesses,

We've just received news of a new \$10,000 emergency support grant for small businesses affected by the current lockdown, and if we're reading this right, it seems like it will be significantly easier, faster, and require less paperwork than previous programs.

• **News Release:**

[Ontario Providing Supports for Small Businesses, Workers and Families](#)

The release says that applications for the grant "will open in the coming weeks". So again, we'll let you know!

BUT the release also (finally) includes an actual date for the opening of applications for the property tax/energy rebate program we shared with you just before

Merchants: got a tip to share?

[MERCHANT SIGNUP](#)

WEDNESDAY NIGHT DINNER....



ORDER TAKEOUT TONIGHT - AND HELP A RESTAURANT!

SHOP ONLINE TO SUPPORT LOCAL MERCHANTS!

BIA MERCHANTS! make sure to claim your listing in [the BIA directory](#). By adding custom Feature Buttons, you can connect your customers directly to your products!

FOND FAREWELL

We were very sad to see that [Lot7](#) will be closing down. We're going to miss Bobbi Jo, both as a store owner and as a member of our BIA Marketing Committee. Please visit her

SOCIAL MEDIA RESULTS

Instagram



Big Wins & Growth in 2021

Instagram

Grew the followers to over 10,000, which was a 17.4% growth since March 2021.

Facebook

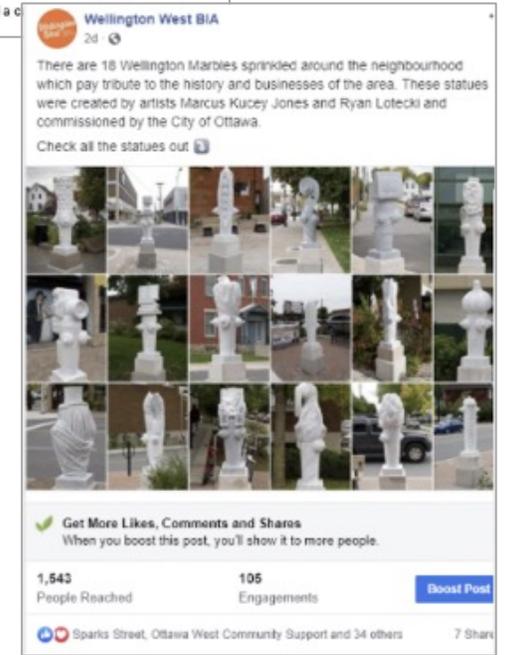
Since March 2021, we've seen a 15% growth in Facebook followers to over 6,000.

Twitter

On Twitter, we currently have a following of 8,454. We've seen the average engagement rate grow from 0.60% in March to 1.5% in December. Since March, the volume of monthly tweets has increased but the engagement rate has remained consistent.

Community

The WWBIA social media has become a trusted source of information for business members and community members alike!



WAYFINDING KIOSKS



NEW GATEWAY SIGNS



NEW MEMBER



BIA>NEW BIZ CHAT - Openings; Closings; Intel External 8 members

Chat Files Tasks



Dennis Van Staalduijn Executive Director - Wellington West BIA Jan 5, 2:10 PM
Nice! The pop up craft market at 986 is moving into the West 1/2 of the old Mattress Mart!



Wellington West BUSINESS IMPROVEMENT AREA

WELLINGTONWEST.CA

GREAT PARTNERSHIPS!



EVENTS CAME BACK!



MORE FLORAL - MORE FUND-SHARING



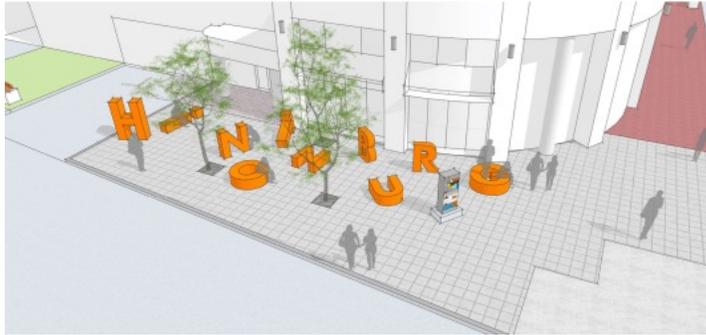
GRAFFITI UNDER CONTROL!



MORE ART! MORE PLACES!!!



AWARDS ARE NICE TOO!



2022 PRIORITY OBJECTIVES

PLACE

WORK WITH COMMUNITY PARTNERS PARTNERS TO GET BETTER AT IMPROVING STREETSAPES TOGETHER.

IMPROVE UPTAKE OF MURAL & FLORAL ADOPTION PROGRAMS

COMPLETE PLANTER / GATEWAY SIGN / WAYFINDING SYSTEM

ADVO

DEPLOY FULL 'TEAM BIA' APPROACH TO REACH & SERVE EVERY SINGLE MEMBER IN AT LEAST TWO DIFFERENT WAYS.

IMPROVE BIA RESPONSE TO PUBLIC / PRIVATE REALM PLANNING

DEVELOP TOOLS TO HELP MEMBERS DEAL WITH ISSUES OF CONCERN

MKTG

DEMONSTRATE MEASURABLE SUCCESS REACHING PRIMARY TARGET AUDIENCES

PILOT BIA-WIDE DISCOUNT CARD PROGRAM

PROACTIVELY ADDRESS MEMBER STAFFING & VACANCY CHALLENGES



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FINANCIAL UPDATE – BRIAN
MUZYKA

FINANCIAL REPORTS

1. Approval of 2020 Audit
 2. Review 2021 Year-End Financials
 3. Presentation of WWBIA 2021 Budget
 - Questions & discussion
-
- **MOTION: Approve the 2020 Audited Financials**

DENNIS: NOTES ON 2020 FINANCIAL YEAR

- Last budget year before Boundary Expansion.
- Moved offices to 1292 Wellington West
- COVID required major shift in planning / approach mid-year.
- Grant revenue increased substantially, while sponsorship funds fell.
- First year we needed to declare and budget for capital assets/depreciation.
- Encouraged by City to apply for COVID Subsidy program
 - Approved for \$12,070 in 2020/\$14,645 in 2021.
 - Currently holding funds while eligibility review is ongoing.

2020 AUDIT - STATEMENT OF OPERATIONS

Table 4 - Statement of Operations - Revenue

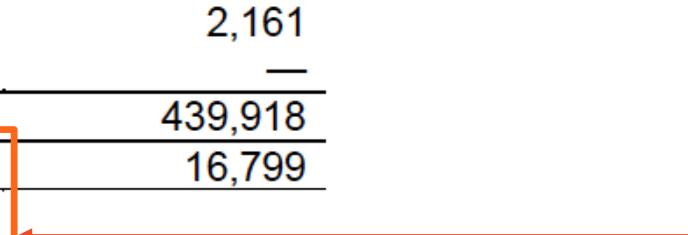
Revenue	Budget 2020	Actual 2020	Actual 2019
Tax revenue [note 3]	\$393,800	387,831	\$333,709
Sundry	74,500	57,986	120,221
Payments in lieu of taxation	—	3,146	2,787
Total revenue	468,300	448,963	456,717

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2020	Actual 2020	Actual 2019
Salaries	142,177	148,595	119,414
Maintenance	99,970	75,927	118,688
Advertising and promotion	105,500	54,433	87,259
Professional and consulting fees	59,360	85,513	64,051
Rent	23,000	24,923	23,079
Office and administration	28,011	25,925	20,057
Insurance	8,782	3,614	5,209
Audit fees	1,500	2,404	2,161
Depreciation	—	452	—
Total expenses	468,300	421,786	439,918
Annual surplus	—	27,177	16,799
Accumulated surplus, beginning of year	63,822	63,822	47,023
Accumulated surplus, end of year	\$63,822	\$90,999	\$63,822

2020 YEAR-END

Operating
“surplus”:
\$27,177
Closing Reserve
Balance:
\$90,999



2020 AUDITOR'S CONCLUSION

To the Board Members, Members of Council, Inhabitants and Ratepayers of
The Wellington West Business Improvement Area

Opinion

We have audited the financial statements of **The Wellington West Business Improvement Area** [the "BIA"], which comprise the statement of financial position as at December 31, 2020, and the statement of operations, statement of changes in net financial assets and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the BIA as at December 31, 2020, and its results of operations, its changes in net financial assets, and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

MOTION to Accept Auditor's Report
Move / Second / Vote

DENNIS: NOTES ON 2021 FINANCIAL YEAR

- **First budget year post Boundary Expansion.**
 - Expanded budget without increasing average levies.
- **Hired full-time Operations Manager to improve finances, office capacity, and processes.**
- **Carried out two major 100% grant-funded projects early in 2021:**
 - Budget includes ~\$50K in one-time revenue for: 1) Directory / database integration; 2) Gateway Capital Improvements Project.
- **COVID... again.**
- **Major difficulties with recruitment of Marketing manager during COVID led to 7 months with no third salary.**

2021 YEAR-END FINANCIALS

(Interim – to Jan 16, 2022)

	<i>Budget</i>	<i>Actual*</i>	<i>%</i>
SUMMARY OF REVENUES*			
2021 member levy	(568,626)	(562,646)	99%
City - Remissions (est.)	1,839	(1,518)	-83%
City - Supplementary Assesments (est.)	(2,055)	(538)	26%
City - Payment In Lieu	-	(3,058)	~
City - Vacancy Rebate General Taxes	-	(50)	~
Grant funding - all sources	(87,000)	(106,444)	122%
Sponsorships / partnership funds	(34,000)	(9,481)	28%
Wage Subsidies via CEWS Rebate**	-	(14,645)	
TOTAL REVENUES	(689,842)	(698,380)	101%

Expenses		Revenues	
Budget	YTD	Budget	YTD
\$689,842	\$600,666	(\$689,842)	(\$698,380)
“Surplus”:		Variance:	
\$89,176		+\$8,538	

	<i>Budget</i>	<i>Year to Date</i>	<i>%</i>
SUMMARY OF EXPENSES* - by budget area / committee			
ADM - Administration	255,097	214,671	84%
MKTG - Marketing & Events	156,250	127,922	82%
PLACE - Placemaking & Beautification	167,000	161,020	96%
ADVO - Advocacy & Member Services	68,779	54,336	79%
RSRV - Capital & Contingency Reserves	42,716	42,716	100%
TOTAL EXPENSES	689,842	600,666	87%

DENNIS: NOTES ON 2022 BUDGET

- **Levies frozen at 2021 level while we get the office back on an even keel.**
 - Major priority: staffing and retention
 - Anticipate higher inflation / competitive talent market
- **Much lower grant funding available.**
 - Proportionately lower budgets in PLACE/ADVO.
- **Increase in MKTG budget / sponsorship:**
 - Seasonal marketing strategy.
 - Capitalize on anticipated post-COVID events and promotions.
- **Wage subsidy funds set aside in reserves until eligibility review complete.**

PROPOSED 2022 BUDGET - OVERVIEW

2021 member levy *	(568,600)	(568,626)
City-assessed remissions, assessments, etc. **	(5,100)	(255)
Grant revenue <i>(projected)</i>	(36,000)	(87,000)
Sponsorship revenue <i>(target)</i>	(47,500)	(34,000)
TOTAL REVENUES	(657,200)	(689,881)

2022

2021

SUMMARY OF EXPENSES - by budget area / committee

ADM - Administration	267,070	255,097
MKTG - Marketing & Events	178,000	156,250
PLACE - Placemaking & Beautification	131,000	167,000
ADVO - Advocacy & Member Services	37,700	68,779
RSRV - Capital & Contingency Reserves	43,430	42,716
TOTAL EXPENSES	657,200	689,842

VOTE: MOTION TO ACCEPT 2021 BUDGET

- VOTE: Motion to Approve
Mover / Seconder / Vote



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WRAPPING IT UP

ADJOURNMENT

VOTE: Motion to Adjourn

Mover / Seconder / Vote

- **Feel free to stick around after adjournment if you have any questions or insights to share.**



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THANK YOU!