

**Westboro Village Business Improvement Area
2016 Annual General Meeting**

Tuesday, January 17, 2017

6:15pm

**All Saints Anglican Church Hall, Westboro
347 Richmond Road, Ottawa, Ontario – East Side Entrance**

Small bites and refreshments will be available starting at 5:30pm.

AGENDA

1. Call to Order
2. Chairman's Welcome
3. Motion to Approve the Agenda
4. Motion to Approve the 2015 AGM Minutes
5. Chairman's Report – Dan Hwang
6. Treasurer's Report - Jean McDonell
 - Audited 2015 Financial Statements
 - November 2016 YTD Financial Statements
7. Executive Director's Report – Mary Thorne
 - 2017 Work Plan and Budget

8. Other Business

9. Motion to Adjourn

**Westboro Village BIA
2015 Annual General Meeting
January 19th, 2016
All Saints Anglican Church
347 Richmond Road**

In attendance: Dan Hwang(Board Chair), Bill Bourk (Vice Chair), Jean MacDonell (Treasurer), Mary Thorne (Executive Director/Secretary), Rick Morris, Michael Friedman, Gilbert Russell, Nikyla VanBregt (Administrative Assistant), Sennah Mostovac (Westboro BIA Youth Street Team), Claire Corsten (Westboro BIA Youth Street Team)

Kyle Ryc (Bridgehead, 362 Richmond Rd.), Sonia Fisher (E.R. Fisher), Maggie Huang (East Wind), Debbie McCabe (Frontline Financial Credit Union), Marie-France Marquis (Half Full Glassware & Accessories), Veida (Half Full Glassware & Accessories), Sally Smart (Kiddie Kobbler), Stephen McDermott (McDermott Guitars), Darren Prashad (Merit Travel), Sue Carswell (Ottawa Drapery & Supplies), Eric Oickle (Otto's Subaru), Kyle Cruickshank (Pure Kitchen), Rosita Delacruz (Roots), Terry Jaja (Royal Lepage), Kaylie Taylor (The Barley Mow), Valerie Ventola (The Cuckoo's Nest), Sab Ventola (The Cuckoo's Nest), Dave Neil (The Piggy Market), Carlo Pereira (The Village Café), Molly Van der Schee (The Village Quire), Helen Aikenhead (Three Wild Women), Ray Densmore (Three Wild Women), Patricia Barr (WALL SPACE Gallery), Sheba Schmidt (West End Kids), Gord Schmidt (West End Kids), Don Cogan (Whisper's Pub & Eatery), Johnathan Kardash (Marklyn Management), Sheila Rondeau (Tanda Shoes), Tom Bass (Tanda Shoes), Stephen Beckta (Gezellig), Jaye Hooper (Hooper Litigation), Janet Ferreira (Boomerang Kids), Patrick Ferreira (Boomerang Kids), Tracey Smith (Brio)

Guests: Jeff Leiper (Kitchissippi Ward), Fiona Mitchell (Kitchissippi Ward), Chantal Borst (Ottawa 2017), Marie-Soleil Bergeron (Ottawa 2017), Trina Mather-Simard (Aboriginal Experience Arts and Culture), Karen Wood (Knock on Wood Communications), Robin Duetta, Krista Kreling (City of Ottawa)

1. Call to Order

Meeting was called to order at 6:42pm by Board Chair, Dan Hwang.

2. Chairman's Welcome

Dan Hwang greeted the Members and thanked Members for attending the meeting.

He noted that it is an election year and that 3 new Directors would be elected out of the 5 candidates.

3. **Ottawa 2017 Guest Speakers**

Chantal Borst and Marie-Soleil Bergeron from the Ottawa 2017 team delivered a presentation about what the City of Ottawa will be doing for Canada's 150th birthday and what business owners and the BIA can do to attract people to the area.

4. **Announcement & Launch of Westboro's New 2016 Summer Festival**

Trina Mather-Simard (Aboriginal Experiences) and Karen Wood (Knock On Wood Communications) spoke to those in attendance about the new Summer Festival, Westboro FUSE on June 10-12th of 2016. The highlights that are booked for that weekend were explained, including a zip line down Richmond road; the PC Superdogs live demonstration and Show; and on-street music shows were named. They also mentioned that partnerships have already been made, one community partner being Dovercourt Recreation Centre.

5. **Approval of the Agenda**

Agenda was approved. **Motion/Kyle Ryc (Bridgehead); Seconded/Don Cogan (Whisper's Pub & Eatery) – (Carried).**

6. **Approval of the Minutes of the 2014 AGM**

The minutes were approved. **Motion/Gord Schmidt (West End Kids); Seconded/Janet Ferreira (Boomerang Kids) – (Carried).**

7. **Chair's Report**

Dan presented the Chairman's Report. For details, see attached report.

Approval of the Chairman's Report

The Chairman's Report was approved. **Motion/Stephen McDermott (McDermott Guitars); Seconded/Kyle Ryc (Bridgehead) (Carried)**

8. **Treasurer's Report**

Jean McDonell presented the Treasurer's Report. For details, see attached report.

Approval of the Audited 2014 Financial Statements

The audited 2014 Financial Statements were approved. **Motion/Debbie McCabe (Frontline Financial Credit Union); Seconded/Carlo Perreira (The Village Café)(Carried)**

Review of the 2015 Financials to Date

2015 Financial Statements to date were approved. **Motion/Gord Schmidt (West End Kids); Seconded/Carlo Perreira (The Village Café) (Carried)**

9. **Executive Director's Report**

Mary Thorne thanked the Board of Directors for their hard work throughout the year. She then presented the Executive Director's report including the proposed 2016 Work Plan and Budget. For details, see attached report.

Approval of the Executive Director's Report

The Executive Director's Report and 2016 Work Plan and Budget was approved.

Motion/Helen Aikenhead (Three Wild Women)/ Seconded/Sheba Schmidt (West End Kids)/(Carried)

10. Other Business

Dan Hwang asked if there is any Other Business that needed to be brought forward. Gord Schmidt (West End Kids) asked if there is still talk from the City regarding the installation of parking meters in the WVBIA and the Kitchissippi Ward as a whole. Dan said he has not heard much surrounding that topic, and he called upon Councillor Jeff Leiper to speak to that topic. Jeff noted that the Kitchissippi Parking Study has been going on for a few months now in Westboro and Wellington West. He mentioned that there is strong opposition from the majority of residents and business owners that he has spoken with, against parking meters on Richmond Road and Wellington Street West.

Jeff noted that parking in Kitchissippi is a known problem, and the City has different tools it can use to solve this issue, one being parking meters. Since there was such strong opposition, for now, Jeff said, the City is no longer talking about installing paid parking meters on Richmond Road, but in ten years, the City will run out of those tools and paid parking will most likely have to be implemented.

Jeff said he would like to see paid parking Kitchissippi-wide if it was to happen. He does not want paid parking just in the Westboro, and not in Wellington West.

He noted that since he sits on the WVBIA Board, he knows that the Parking Task Force has been working relentlessly for an immediate resolution for staff and customer parking. Some spots have been identified on Kirkwood Avenue and Madison Avenue.

He pointed out that behind Real Canadian Superstore, there is space that could be used as a parking lot for Westboro BIA Members, but the back area is not zoned for parking. He said that he is willing to go to Council to get a 3 year exemption, but that it would take a month for Council to decide.

Marie-France (Half Full Glasswares & Accessories) said that parking along Richmond Road needs to be enforced more relentlessly by Bylaw. She noted some cars are parked in the same spot well past the 1 hour time limit, and this affects her customers.

Molly (The Village Quire) asked if 1 hour parking can be changed to 2 hour parking on Richmond Road. Jeff noted that it can be done, but it is a holistic issue. The topic of changing 1 hour parking to 2 hour parking on Richmond Road is on the table.

As there were no further questions, Dan called Mary forward to address the election to the Board of Management.

11. Election of three (3) new Directors to the Westboro Village 2015 Board of Management

Mary Thorne called three times for nominations from the floor. There were no nominations from the floor. Mary then called upon each Board candidate to come forward to speak about why they were running, and what they would bring to the table. The candidates were as follows:

Don Cogan
Carlo Perreira
Darren Prashad
maryAnne Petrella
Sheba Schmidt

Following the Candidate presentations, BIA Members were then asked to fill out the formal ballot inside their AGM package that was given to them when they arrived. They were given 15 minutes to fill out the ballot and insert it into the official ballot box. Krista Kreling, BIA Officer from the City of Ottawa and official Scrutineer, monitored the ballot box as Members inserted their ballots. Nikyla VanBregt (Westboro BIA) and Sennah Mostovac (Westboro BIA Youth Street Team Member) then accompanied Krista Kreling to count the ballots.

Krista confirmed that Don Cogan, maryAnne Petrella, and Sheba Schmidt had the most number of votes and therefore were chosen as the 3 new Directors.

Motion to approve acclamation of the Candidates

The acclamation of the candidates was approved. **Motion/Dave Neil (The Piggy Market); Seconded/Sonia Fisher (E.R. Fisher Menswear) (Carried)**

Mary congratulated the three new Directors for the 2016-2020 term, and thanked everyone for coming. She invited all those in attendance to stay on to enjoy more food and refreshments.

The meeting was adjourned at 8:26pm. **Motion/Kyle Ryc (Bridgehead); Seconded/Gord Schmidt (West End Kids) (Carried)**

Chairman's Report - Westboro Village Business Improvement Area (WVBIA)
Annual General Meeting
Tuesday, January 17, 2017

It is my pleasure to present to you this report for the 2016 year. In 2016, our primary focuses were the BIA boundary expansion, customer and employee parking, Westboro Fuse, member relations, streetscape beautification, and improving our marketing presence online and on social media. Each item will be discussed in turn. Stephanie Parkhill has recently joined us this year as our new Marketing Communications, Events, and Digital Media coordinator. We are also in the midst of hiring a new administrative assistant to fill the currently vacant role.

*** Event (Task Force Lead – Myself)**

Last June, we celebrated our first Westboro FUSE festival which took a different spin on the summer festival approach we have been accustomed to in the past. Unfortunately, due to the cold and wet weather and unsuccessful grant applications, our festival producer could not recoup the costs of putting on this event, and expenditures resulted in a budget overrun of approximately \$65,000.

The WVBIA board was explicit that our expenditure would not surpass the \$100,000 allocation, and we did not. AEAC wanted us to increase funding in 2017 to cover the overrun, but the Board was unanimously opposed. This resulted in the mutually amicable termination of our service agreement with AEAC as our festival producer.

Our approach in 2017 will be somewhat different. FUSE will be spread out over three events over the Summer/Fall to hedge our bets such that large investments will not be lost due to weather, and to give visitors more reasons to visit our area throughout the season.

*** Parking (Task Force Lead – Bill Bourk)**

Parking has been a ubiquitous and recurrent issue discussed at WVBIA Board meetings which predates all Board members. BIA Members have asked for a parking structure or lot to be built by the City, but the reality is, that to be considered we must have paid parking. Based upon the data, paid parking is, however, imminent and is a necessary stepping stone to future consideration for a parking lot.

Over the past year, the Parking Task Force has evaluated where spots could be obtained in overlooked areas throughout our geographical boundary, in an effort to increase the overall availability of parking in Westboro Village. This has resulted in approximately 10 new spaces on Madison Ave and 30 new spaces on Kirkwood Ave.

Through discussions with Wellington West BIA, it is clear that our issues around parking are years ahead of their BIA and both Boards agree that each BIA should be considered separately.

We met with you, our Members on November 8th to discuss parking, and consulted with our community association to share our needs and perspectives. For the past 5 weeks, we also surveyed you, our Members on your Board's proposed recommendation for paid parking. That survey closed on January 6, 2017. Based on our circulation to our 196 Members, 57% (111) opened the MailChimp and only 1% of those respondents registered their opposition. Consequently, a majority of BIA Members support the Board's recommendation for paid parking in Westboro. This is what we have shared with our Ward Councillor, Jeff Leiper. The move forward now rests in the hands of Councillor Leiper and the Kitchissippi Ward Community Associations, as according to Parking Services' statutes, they each have a veto vote.

*** Member Relations (Task Force Lead – Vacant)**

Michael Friedman has just stepped down due to personal reasons. We thank him for all his interest and involvement these past 2 years. The position on the Board is now vacant – if anyone is interested in serving in this capacity at the Board level, please contact our Executive Director, Mary Thorne for further information or to register your interest. We intend to fill this Board position by January 30th for the remainder of the term.)

A Member Relations Task Force was established this year with the purpose of networking and promoting inter-business connections. Building on the success of block parties, we are thankful to our WVBIA board member Dr. Michael Friedman for his continued contributions to member engagement. Quarterly meet and greets are proposed this year to replace the block parties with the first one of the year targeted for next month. A WVBIA Employee discount program is also being considered at this time.

*** Business Planning & Development (Task Force Lead – Rick Morris)**

This past year, the Business Planning and Development Task Force initiated a boundary expansion plan to welcome new and existing commercial properties in the McRae, Scott, and Churchill corridors of our BIA. Our WVBIA expansion plan was met with great support within our current membership, over 70% in favour, as well as a number of businesses in the planned expansion area. One business owner rallied a small group of potential members to oppose the expansion in the Churchill corridor and their presence at our Finance and Economic Development committee meeting presentation resulted in a delay in the approval of our boundary expansion. We are now meeting with Councillor Leiper, the City Planning Department and the City's Economic Development and Innovation Department's to review our current plan.

As you know, all businesses geographically located in Westboro are already taking advantage of our marketing, advertising and promotional efforts. We are hopeful that we can welcome as many, if not all of the proposed new Members into our BIA this year.

* Streetscape Beautification (Task Force Lead – MaryAnne Petrella)

Streetscape beautification and the maintenance of city assets is one of our primary functions as a BIA. This year, our team lead MaryAnne Petrella embarked on a project to transform vacant storefronts into marketing, advertising, or wayfinding opportunities. This Windows of Westboro initiative will be an ongoing project.

Our hanging flower baskets returned this year and will return in 2017 with additions to complement the Ottawa 2017 initiative and pageantry planned in the rest of the city.

* Marketing (Task Force Lead – Gilbert Russell)

Our marketing initiatives this year were to encourage more visitors through cross-business opportunities and to increase our online presence.

Our seasonal Explore the Neighbourhood tours allowed opportunities to collaboratively showcase our merchants, products, and services through video, online posting, and in print. The messaging was also shared and disseminated each season through Facebook, Twitter, Instagram, and our website. This resulted in significant landing and click-through rates.

These tours, along with two new holidays promotions, “Gifts that Give” our 1st charity event, and our “Give and Win” prize package promotion concluded a year-long marketing calendar which saw ongoing and new, captivating creative to build top of mind awareness of all that you, our Members of the Westboro Village BIA, have to offer.

Phase 2 of our website update was also completed, and a Members Only portal to communicate, discuss issues, access meeting minutes, archive reports from the City of Ottawa, as well as our MailChimp and e-newsletters, will be available in the 1st quarter of 2017.

2017 promises to be a successful year. City-wide plans to increase tourism are underway and should benefit all local merchants.

As you can see, your BIA Board has been working hard to provide members with real value for your levy contributions. We are accountable and always present to listen to any concerns or questions you may have. We welcome your input, engagement and involvement to help ensure Westboro Village’s continued success.

Respectfully submitted,

Dan Hwang
Board Chairman, Westboro Village Business Improvement Area
Owner/Dentist, Westboro Station Dental

Tuesday, January 19, 2017

Executive Director's Report to the 2016 AGM of the Westboro Village BIA

THANK YOU, DAN.

This past year, as Dan has outlined in his report, was an extremely busy one. A number of initiatives identified by your Board in our 2015 Strategic Plan, a first for the BIA, were tackled head-on - parking, a boundary expansion, a solid marketing, promotion and event plan, streetscape improvements and member engagement - these initiatives are all fundamental to the competitive position, profitability and successful operation of the Westboro Village BIA. And I believe we've made some solid headway on most, if not all fronts.

I want to thank Chairman, Dan, Vice Chair, Bill, Treasurer, Jean and all our Task Force Leaders, Dan, Bill, Rick, Gilbert, and MaryAnne for their tireless and relentless involvement and support. Without your active participation and dedicated service, we could not have laid the groundwork in our efforts to reach our strategic goals. A special thanks to Councillor Leiper and his Assistant, Fiona, who keep us up to date on City matters which affect our BIA.

I also want to welcome our new Marketing Communications, Events and Digital Media Coordinator, Stephanie Parkhill. Stephanie just joined us last Monday, and has already proven, with her seasoned experience and "get it done" attitude, to be a valuable addition to the team. Thank you, Stephanie.

And now we look to 2017 - Canada's 150th birthday - and a year of celebration in our City. Our budget this year is a bare bones one - we had hoped to have an uplift to our budget with the proposed BIA expansion, but the expansion, as Dan pointed out, has been delayed. So, we are asking for a small 2% cost of doing business increase in our BIA Levy, without dipping into our Surplus Fund.

In comparing the 2016 budget to 2017, we were hit quite severely with property tax remissions and vacancy rebates this past year. Given that 2016 was an assessment year, we expect to see more of the same in 2017, so we have almost doubled the budget for these two cost elements this year.

In the Other Revenue, Grants line item, we are applying for a \$13,500 graffiti removal grant - last year we were awarded \$15,478 towards this operational expense, but \$13,500 was established as our baseline.

In the Administration cost centre, we were fortunate to fill the Coordinator position quite quickly with a very competent candidate, and we are currently looking to fill the Administrative post. Having seasoned and professional personnel, increases our capacity to do things, which in turn, is beneficial to the whole BIA.

We will not do any consumer research this year. 2017 is an anomaly so results would be skewed. Subsequently, we have not budgeted any dollars in the Consultants Grants line item.

In the Voice data/Network charges line item, we saved over \$700 by buying out the old Bell contract, and bundling our office with Rogers. We have also gleaned efficiencies in time and money by partnering with Dovercourt to provide us with seasonal staff in 2017. A number of our Youth Street Team members have moved on to university and college, so they are not as available as they were in high school.

Rent being our largest direct office-related cost, our Vice Chair, Bill negotiated a new 3-year lease for our office. We will also be replacing the 6-year old computer at my desk.

In terms of our Marketing, Promotion and Events cost centre, we are taking a different approach to FUSE this year. Rather than putting all our eggs in one basket, we are planning a series of programmed events around our FUSE branding – Fun/Family/Fitness/ Outdoors in the Spring/Summer; Fashion, in the Fall; and of course, Food featured and incorporated in all as well. For Holiday, we will take a more atmospheric approach to this seasonal period, as we look to adding more color, more carolling and more activity on-street, in combination with a seasonal sales promotion.

For each FUSE programming period, we need your engagement, your involvement, your in-store activity. In fact, some of you have indicated your interest in sponsoring a part of the programming. Please give some thought as to how you will be involved. We will be circulating a marketing calendar at the end of the month which will serve as your blueprint for our seasonal campaigns, media and yearlong marketing activity. This will help you to plan ahead and identify where and how you can get involved. We expect that piece will outline sponsorship opportunities as well for Members who would like to market themselves in conjunction with FUSE and other programming. If any of you would like to be part of the planning and consultative effort, please see Stephanie. She would be happy to take your name, document your interest and get your contact information.

In addition to the new FUSE programming approach, we will be repeating our very successful TOURS marketing campaign which promotes Westboro Village as a whole. There will be a general awareness of, and “welcome to the neighbourhood” video to attract locals and visitors, and to point out the uniqueness of Westboro Village. A great opportunity for us to entice those who want to get out of the downtown and away from the crowds. People will be looking for places to see, and things to do. Don’t forget to submit your events and your in-store activities so Stephanie can get them up on our online calendar. This is a free opportunity to tap into the reach and audience weenjoy – in 2016, we had almost 42,000 unique visitors to our website, 27,000 of which were from our Primary, Secondary and Tertiary trade areas. The balance were primarily from Montreal, Toronto, London and Kingston.

In each of the planned TOUR campaigns in 2017, there will be a seasonal shopping layer to promote Westboro Village shopping on our website and through dedicated Facebook campaigns in the Spring, the Fall and during the Holiday period.

On the website, there will be specific Tours to click to which will feature the depth and breadth of businesses in Westboro Village, for example, the Refresh You and Your Home Tour, the At Your Service Tour, the Fashion Refresh Tour, the Gift Tour, just to name a few.

Accompanying the merchant video in each of these tours, there will also be a merchant profile and a Business Locator Map. Print is also planned for Metro and The Kitchissippi Times to support the overall campaign. An in-store piece, highlighting the Tours in each season will also be made available to all merchants as an information piece and/or bagstuffer.

And as we did this past year, videos and photos will be shared with participating Members so you can promote your products and/or services to your customers and on your digital media platforms.

In terms of connecting our Members, Dan has pointed out the Meet and Greet initiative. The first Meet and Greet for 2017 is planned in February at The Clocktower Pub, and will be rotated, quarterly, from one venue to another. If your pub or restaurant would like to host a Meet and Greet, please let Stephanie know. Watch for your invitation to the 1st one coming soon.

The ever popular Wickedly Westboro Scavenger Hunt and our Annual Tree Lighting event will be repeated in 2017, each of which will feature sponsorship

opportunities. A special thank you goes out to one of our newest members, Royal Bank who sponsored our Tree Lighting event this past year.

Another initiative which we have been anxiously awaiting is our new Member Portal on our website – yes, it’s finally here! In other words, you will now have a new and hopefully more effective communications tool – a Members Only one-stop shop to find MailChimp Memos, read Reports from the many stakeholders we serve, review Board Minutes, find Maps, learn the latest on accessibility initiatives, all which you can source at your leisure. There will even be a form to easily update your WVBIA profile.

As Dan has mentioned, this new website feature section will go “live” in the 1st quarter. Watch for our instructions on how to access and use this our Member Portal. We are very much looking forward to activating this new communications tool!

And in terms of our streetscape, the Churchill/Richmond Road store vacancy, as Dan has mentioned, has seen a marvelous transformation. In addition, 8 new hanging flower baskets locations will be added to Richmond Road this year, bringing our total to 88 baskets – all, this year, in the colors of the 2017 logo – Happy Birthday Canada! We have also received, thanks to Domicile’s connections, 6 new planters, free of charge, which have already been planted with 2017 tulips, and will find a home in our BIA this Spring.

So, yes, 2017 will be a busy year for us, and the City as a whole. We are excited and motivated to make it one of our best! We look to your involvement in helping us achieve this.

That outlines the workplan for 2017. If you have any questions, I’d be happy to answer them now.

Sincerely,

Mary Thorne
Executive Director, Westboro Village BIA