



Wellington West

BUSINESS
IMPROVEMENT
AREA

2018/19

Annual General Meeting
& Board of Managers Election

All meeting materials are online:
wellingtonwest.ca/agm-jan15-2019/

ANNUAL GENERAL MEETING - AGENDA

1. Opening & General Business

- Welcome from Board Chair
- **VOTE: APPROVE 2019 AGM AGENDA**
- **VOTE: APPROVE 2018 AGM MINUTES**
- **VOTE: MINOR CHANGES TO CONSTITUTION**

2. Board of Managers Election

- Thank you to outgoing members
- Last call for Ballot Additions
- Introduction of Nominees
- **ELECTION: BALLOTS CAST**

3. 2018 Report - Year in Review

- General highlights
- Beautification Committee
- Marketing Committee
- Advocacy Committee

4. 2019 The Year ahead

- Plans, milestones, and projects for 2019

5. Treasurer Update 2018-19

- 2018 Budget Report
- 2019 Annual Budget – Discussion
- **VOTE: ACCEPT 2018 & AUDITOR'S REPORT**
- **VOTE: APPROVE 2019 ANNUAL BUDGET**

6. Board of Managers Election - Results

- Announcement of new Board
- Reminder of next steps.

7. Call for Adjournment

- **VOTE: ADJOURN ANNUAL GENERAL MEETING**

PROCEDURAL MOTIONS:

- **VOTE: APPROVE 2019 AGM AGENDA**
- **VOTE: APPROVE 2018 AGM MINUTES**

CHANGES TO CONSTITUTION

Summary of recommended changes:

1. Allow for AGM in January.
2. Increase maximum Board size to 12(+1).
3. Adjust Board meeting Quorum to 6(+1).

The Annual General Meeting (AGM) of the B.I.A. shall be held at a location in specified in the meeting notice no later than in the month of December in each year as determined by the Board of Managers.

TUTION CHANGES

Section: 7. MEMBERSHIP MEETINGS; (A) Annual General Meetings

Proposed wording:

The Annual General Meeting (AGM) of the B.I.A. shall be held at a location specified in the meeting notice no later than **the end of January of the following year** as determined by the Board of Managers.

Former wording:

(A) **Annual General Meetings:**

The Annual General Meeting (AGM) of the B.I.A. shall be held at a location in specified in the meeting notice no later than in the month of December in each year as determined by the Board of Managers.

Section: 8. BOARD OF MANAGERS; (A) Board Composition

Proposed wording:

The affairs of the B.I.A. shall be governed by a Board of Managers (sometimes called the "Board") comprised of **up to thirteen (13) persons**. The Board shall be composed of:

- (i) **Twelve (12)** members, nominated by the membership at the Annual General Meeting and subsequently approved by City Council of the City of Ottawa, of which a minimum of **nine (9)** of the members shall be from the commercially rateable Property Owner and/or Tenant groups; and no more than three (3) members from the Associate Members and the Community at large.
- (ii) One (1) Council Member of the City of Ottawa.

Former wording:

8. **BOARD OF MANAGERS**

(A) **Board Composition**

The affairs of the B.I.A. shall be governed by a Board of Managers (sometimes called the "Board") comprised of eleven (11) members. The Board shall be composed of:

- (i) Ten (10) members, nominated by the membership at the Annual General Meeting and subsequently approved by City Council of the City of Ottawa, of which a minimum of seven (7) of the members shall be from the commercially rateable Property Owner and/or Tenant groups; and no more than three (3) members from the Associate Members and the community at large.
- (ii) One (1) Council Member of the City of Ottawa.

Section: 8. BOARD OF MANAGERS; (H) Quorum

Proposed wording:

A quorum for a meeting of the Board of Managers shall be **seven (7) members, which may include the Council Member of the City of Ottawa or their representative if only six voting members are present.**

Former wording:

A quorum for a meeting of the Board of Managers shall be six (6) members, not including the Council Member of the City of Ottawa.

MOTION:

BE IT RESOLVED: the members of the Wellington West Business Improvement Area approve the changes to the Constitution of the B.I.A. as recommended.



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BOARD OF MANAGERS
ELECTION

BOARD OF MANAGERS ELECTION

- Thank you to outgoing members
- Last call for Ballot Additions
- Introduction of Nominees

THANK YOU TO OUR RETIRING BOARD MEMBERS

Michel Frojmovic	Acacia Consulting
Liliana Piazza	Ottawa Bagelshop
Laura Twiss	Twiss & Weber
Sheila Whyte	Thyme & Again

BOARD ELECTION

- 12 Nominees have put their names forward:
 - 6 Returning candidates; 6 new candidates.
 - We will accept nominations from the floor (in a moment)
- Each candidate will be offered one minute to introduce themselves and their backgrounds.
- All candidates must be either:
 - Representing a levy-paying business or commercial property; or
 - Resident of community (maximum 3 community seats).
 - Board serves 4 year term - until next municipal election.

ELECTION PROCESS

OPTION A:

**If number of candidates equals
number of Board positions:**

MOTION TO ACCLAIM:

The members of the Wellington
West Business Improvement Area
approve the roster of nominees to
serve a four year term on the
Board of Management.

VOTE

OPTION B:

**If number of candidates exceeds
number of positions:**

1. Add any additional nominees to ballots.
2. Place a clear mark beside the number of names that make up a full Board.
3. Ballots will be counted during AGM presentation.
4. Newly elected Board of Managers will be announced at end of AGM.

NOMINEES FOR 2019-2022 BOARD TERM

Returning Board Candidates

Summer Baird	Hintonburg Public House
John Ferguson	Giant Tiger, Chair of the Board
Terry Fitzpatrick	Petit Bill's
Mike Morris	Morris Home Hardware, Vice Chair
Brian Muzyka	RBC, Treasurer
Sheena Whitten	Huntington Properties, Secretary

New Nominees

Ghummaz Bahtti	Les Moulins La Fayetteville
Toon Dreesen	Dreesen Cardinal Architects
Nathan Dubo	Kindred Shop & Studio
Sam Feldberg	Morris Formal Wear
Ashley Hopkins	Paradigm Property Developers
Ellen O'Connor	Community member

...OTHER NOMINEES?



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DIRECTOR'S REPORT

2018 year in review

GENERAL ADMIN HIGHLIGHTS

- First complete year for me.
- Settled into new office over CUBE Gallery
- New staff (part time):
 - Tara Ouchterlony – Community Office Administrator
 - Ted Simpson – Digital Media Maker
- Shift to Committee budget ownership & broader-based committees.
- Ongoing shift to financial reporting system.
- Cooperation across BIA boundaries.

BEAUTIFICATION & PLACEMAKING COMMITTEE

- Special projects:
 - Snow clearing pilot project.
 - Ryan Smeeton mural project
 - Planter relocation phase 1
 - New banners installed:
 - FIND series banners
 - Parkdale Market banners
 - Holiday Seasonal banners
 - 4 new gateway signs

MARKETING & EVENTS COMMITTEE

- Highlights:
 - Rollout of new “wedge” brand design system.
 - Shift to seasonal themes for all marketing:
 - Fall = food; Holiday = gifts; Winter = heart; Spring = Arts & Starts
 - Tied seasonal themes to charity partners.
 - Launch of new FIND themed Web platform.
 - Launch of 40 FINDS content campaign.
 - Hiring of Ted Simpson - Digital Media Maker:
 - Consolidation of newsletter & social media roles
 - Move toward more video and Instagram.
 - Very successful TASTE of Wellington West festival.

ADVOCACY & MEMBER SERVICES COMMITTEE

■ Highlights:

- Carried out two large research projects:
 - 2018 Annual Census & Member Survey
 - 2018 Retail Trade Area Market Analysis
- Held 8 topical & networking member events.
- Created member information cards.
- Adopted Cycling policy paper.
- Successfully lobbied for patio policy.
- Ongoing Magee House advocacy & updates



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2019 – THE YEAR AHEAD

Here's what we're serving up

SOME 2019 HIGHLIGHTS TO EXPECT

General:

- Formation of new committees
- June 2019: strategic Board retreat
- Launch of new Coalition of Ottawa BIAs
- 2019 OBIAA Conference in Ottawa
- Two large one-time Ontario government grants (details in following slides)

2019 HIGHLIGHTS

- Advocacy:
 - Research projects – grant supported:
 - Trade market area - household survey
 - Directory update & member survey
 - BIA Boundary Research
- Member services:
 - **Digital Mainstreet Initiative** - \$10,000 Grant*

2019 HIGHLIGHTS

- Beautification:
 - Snow clearing efforts – pilot continues
 - New graffiti removal service: Goodbye Graffiti
 - Side yard maintenance cost-share program
 - Placemaking projects:
 - Wellington Village gallery.
 - Mural project(s)
 - Planter move part 2
 - Major placemaking project:
 - **HINTONBURG PLACE**

2019 HIGHLIGHTS

- Marketing:
 - Major push toward content marketing:
 - More video. More stories. More photos.
 - Expanded sponsorship programs.
 - Seasonal marketing – with budgets.
 - Broader media advertising.
 - TASTE of Wellington West to expand somewhat – supported by sponsorship \$.



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TREASURER'S UPDATE

Brian Muzyka - Treasurer

TREASURER'S UPDATE

- Key documents:
 - 2018 Budget Report for AGM (in kit)
 - 2019 Wellington West BIA Budget (in kit)
 - 2017 Audited Financial Statement (online)
- Reminder: all reports & documents available online at wellingtonwest.ca/agm-jan15-2019/

2018 BUDGET REPORT: OVERVIEW

COST CENTRES	2018 BUDGET	ACTUAL	VARIANCE	% SPENT
REVENUE				
Levy Sub-Total	-\$322,000	-\$319,135.33	-\$2,864.67	99%
Grants & Other Revenue Sub-Total	-\$30,000	-\$33,809.48	\$3,809.48	113%
Rebates & Remissions Sub-Total	\$3,000	\$2,971.63	\$28.37	99%
Total Revenue	-\$349,000	-\$349,973.18	\$973.18	100.3%
EXPENSES				
Administration Sub-Total	\$134,260	\$140,510.73	-\$6,250.73	105%
Marketing & Events Sub-Total	\$86,740	\$88,055.93	-\$1,315.93	102%
Beautification & Placemaking Sub-Total	\$83,000	\$92,276.11	-\$9,276.11	111%
Advocacy Sub-Total	\$35,000	\$30,818.46	\$4,181.54	88%
Capital & Contingency Reserves Sub-Total	\$10,000	\$427.21	\$9,572.79	4%
Total Expenses	\$349,000	\$352,088.44	-\$3,088.44	101%
GRAND TOTAL (Surplus/Deficit)		-\$2,115.26		

Opening Reserve Balance 1 Jan 2018	Closing Reserve Balance 31 Dec	Change
\$44,421.95	\$42,306.69	-\$2,115.26

2019 Wellington West BIA Budget - v. 7.0

Wellington West Business
Improvement Area

BUDGET OVERVIEW & NOTES

	BUDGET 2019	PREVIOUS YR. 2018	Notes on 2019 budget: <i>Rationale for changes between 2018/19 budget years.</i>
REVENUE - estimated / projected			
Annual Levy	-343,172	-322,000	← (2019 Levy: 6.5% increase)
Grants & other revenue	-112,500	-30,000	← (Grants: Includes \$75K in large, one-time Ontario grants.)
Rebates & remissions	3,000	3,000	← (R&R: Estimate -variable amt. assessed by City)
TOTAL REVENUE	-452,672	-349,000	
EXPENSES - all Cost Centres (below)			
Administration (ADM)	146,243	134,260	← (ADM: New OCoBIA fee / 2019 conference fees)
Marketing & community events (MKTG)	107,350	86,740	← (MKTG: Increase offset by \$10,000 revenue target.)
Beautification & place-making (BEAU)	146,000	83,000	← (BEAU: Offset by large one-time Ontario grant of \$55K.)
Advocacy (ADVO)	42,000	35,000	← (ADVO: Offset by one-time Ontario grant of \$10K)
Capital / contingency reserves (RSRV)	11,079	10,000	← (RSRV: Reserve Cont. pegged at 2.5% of levy + reserve)
TOTAL EXPENSES	452,672	349,000	

MOTION:

- **VOTE: ACCEPT 2017 FINANCIAL STATEMENT**
- **VOTE: APPROVE 2019 ANNUAL BUDGET**



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BOARD OF MANAGERS

Election results



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CALL FOR ADJOURNMENT