



Wellington West

BUSINESS
IMPROVEMENT
AREA

2019 ANNUAL REPORT

From AGM January 9, 2020
9 a.m. – Great Canadian
Theatre Company

AGENDA - 2020 ANNUAL GENERAL MEETING

January 9, 2020, 9:00 a.m. – Lobby Great Canadian Theatre Company

1. OPENING & WELCOME - BOARD CHAIR JOHN FERGUSON

- VOTE: Motion to Approve Agenda - 2020 AGM
- VOTE: Motion to Approve Minutes - 2019 AGM
- Welcome - Introduction of Board Members, committees, guests
- Acknowledgement of departing staff – Board Vice Chair Mike Morris
- Introduction of Marketing & Communications Manager
- Board Secretary Sheena Whitten

2. EXECUTIVE DIRECTOR'S REPORT – DENNIS VAN STAALDUINEN

- Highlights & Milestones – by committee action area
 - Placemaking & Beautification
 - Marketing & Events
 - Advocacy & Member Engagement
- Strategic Planning Study – what we heard from you.
 - Vision & Pillars
 - Priorities for 2020 & beyond.
- Boundary Expansion Study
 - Benefits for BIA / Membership
 - Plan & Timeline
- Questions & discussion

3. BOUNDARY EXPANSION PROCESS FOR 2021

- VOTE: Motion to Initiate Boundary Expansion Process for 2021

4. TREASURER'S UPDATE – BRIAN MUZYKA

- Budget Reports for 2018-19
 - Review of 2019 Year-End Financials
 - 2018 Auditor's Report
 - VOTE: Motion to Approve Auditor's Report
- Presentation of WWBIA 2020 Budget
 - Questions & discussion
 - VOTE: Motion to Approve WWBIA 2020 Budget

5. WRAP-UP

- Announcements
- VOTE: Motion to Adjourn

OPENING BUSINESS

1. VOTE: Motion to Approve Agenda - 2020 AGM

- Mover / Seconder / Vote

2. VOTE: Motion to Approve Minutes - 2019 AGM

- Mover / Seconder / Vote

WELCOME FROM YOUR BIA BOARD!



New Board
Elected January
2019



WELCOME FROM THE WWBIA BOARD – JOHN FERGUSON

Board Executive Committee

John Ferguson*	Chair of the Board Giant Tiger Express Hintonburg
Mike Morris	Vice Chair of Board Morris Home Hardware
Sheena Whitten	Board Secretary Huntington Properties
Brian Muzyka	Board Treasurer RBC

City Council Representative

Jeff Leiper	Kitchissippi Councillor
--------------------	-------------------------

*Committee Chair

Returning Board Members

Toon Dreesen	Dreesen Cardinal Architects
Nathan Dubo*	Kindred Shop & Studio
Sam Feldberg	Morris Formal Wear
Ashley Hopkins	Paradigm Property Developers
Ellen O'Connor	Community Representative
Summer Baird	Hintonburg Public House
Terry Fitzpatrick	Petit Bill's

Stepping down – thank you for your service!

Ghummaz Bahtti	Les Moulins La Fayetteville
-----------------------	-----------------------------

ACKNOWLEDGEMENT OF DEPARTING STAFF

WITH BOARD VICE CHAIR MIKE MORRIS

THANK YOU!!

Tara Ouchterlony

- Community Office Administrator
- September 2018-December 2019

Ted Simpson

- Digital Media Maker
- November 2018 – December 2019

INTRODUCTION OF KEVIN FALKINGHAM

BY BOARD SECRETARY SHEENA WHITTEN



Our new Marketing & Communications Manager

For the past decade or so, Kevin Falkingham has been creating marketing campaigns, running promotions and contests, engaging on social media and helping to put on some of Ottawa's biggest and best events.

Most recently, he was National Manager of Marketing and Communications for **TELUS Ride For Dad**, and managed marketing departments at **RBC Bluesfest**, **CityFolk** and **GCTC**.

In addition to a wealth of experience in promotional marketing, Kevin also has a retail management background, which helps him see the opportunities available in Wellington West and he is excited to work with merchants in the BIA.

When not working, he and his partner enjoy good food, fine wine and spending time with family, friends and their two huskies.



Wellington West

BUSINESS
IMPROVEMENT
AREA

DIRECTOR'S REPORT

Dennis Van Staalduinen

HIGHLIGHTS & MILESTONES BY COMMITTEE ACTION AREA

1. Placemaking & Beautification Committee
2. Marketing & Events Committee
3. Advocacy & Member Engagement Committee

A person wearing a blue and white striped shirt, dark pants, and a grey cap is standing on a silver extension ladder. They are painting a large mural on a wall. The mural depicts a giant hand holding a large wrench. The hand is painted in shades of brown and tan, while the wrench is painted in blue and grey. The person is reaching up to paint the blue sections of the wrench. The background of the mural is a mix of blue and grey tones, suggesting a mechanical or industrial setting.

Wellington West

BUSINESS
IMPROVEMENT
AREA

PLACEMAKING & BEAUTIFICATION

PARKDALE PARK ARTWALL



WELLINGTONWEST.CA

WELLINGTON VILLAGE 100TH GALLERY



WELLINGTONWEST.CA

STREET MAINTENANCE & BEAUTIFICATION

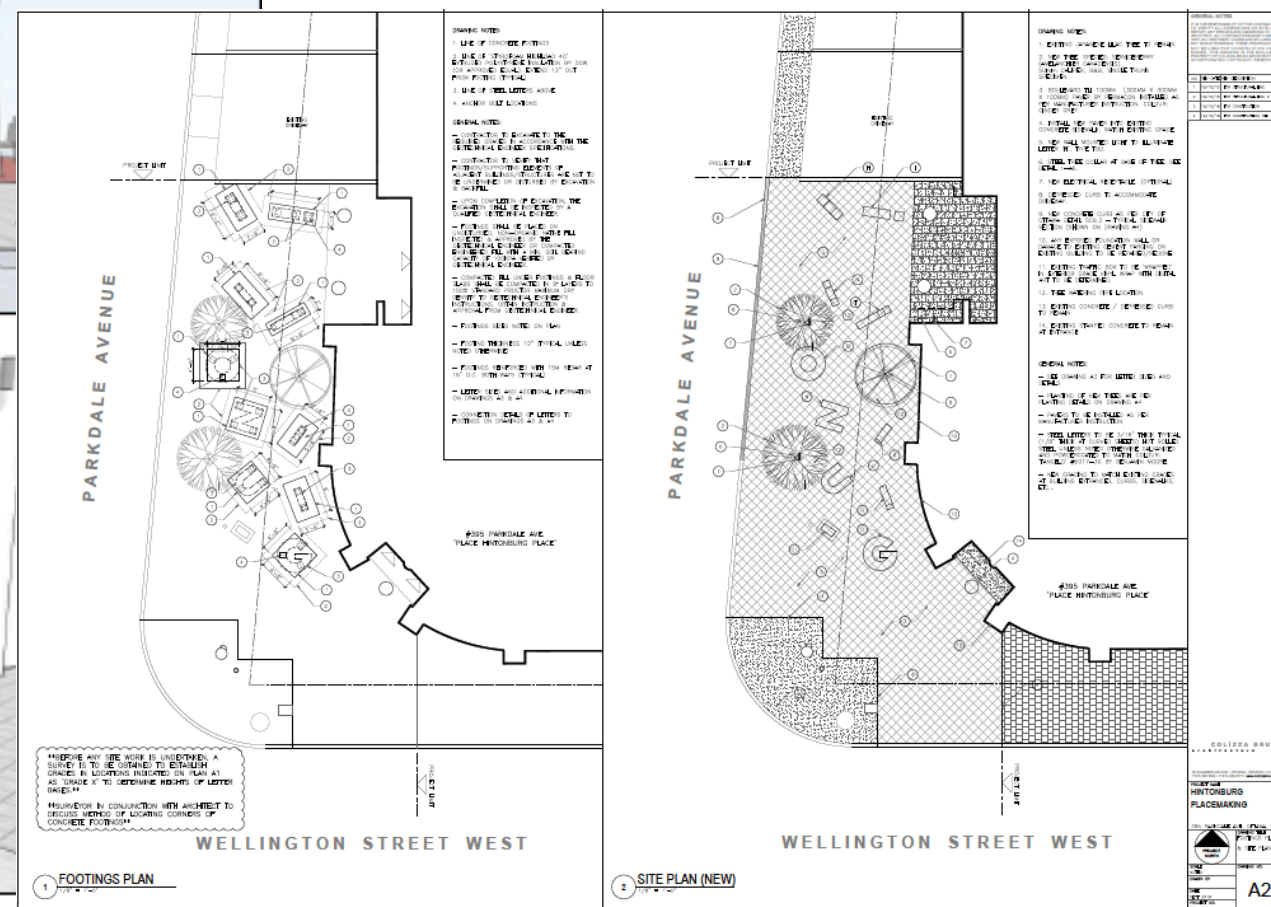
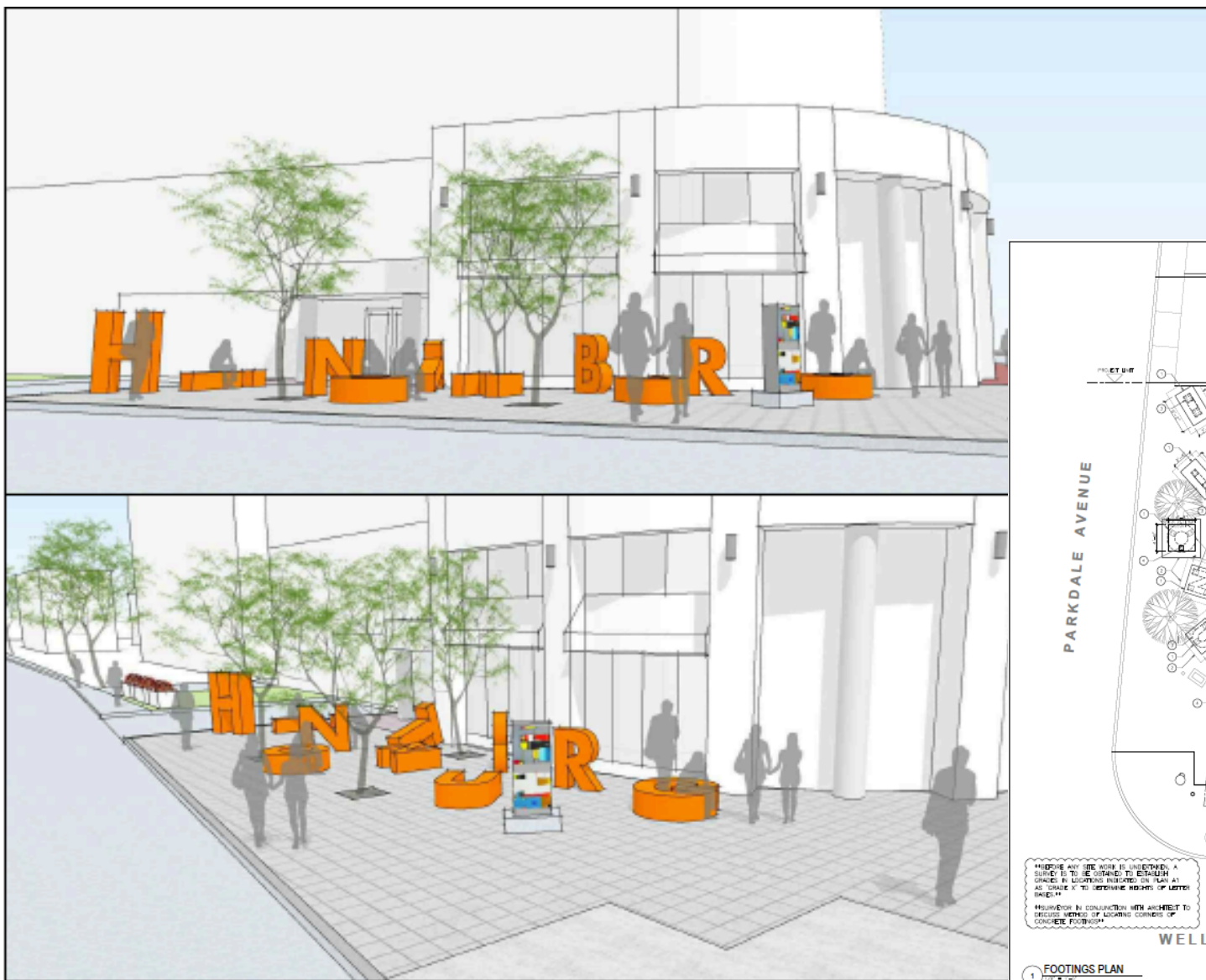


SOMERSET SQUARE PILOT

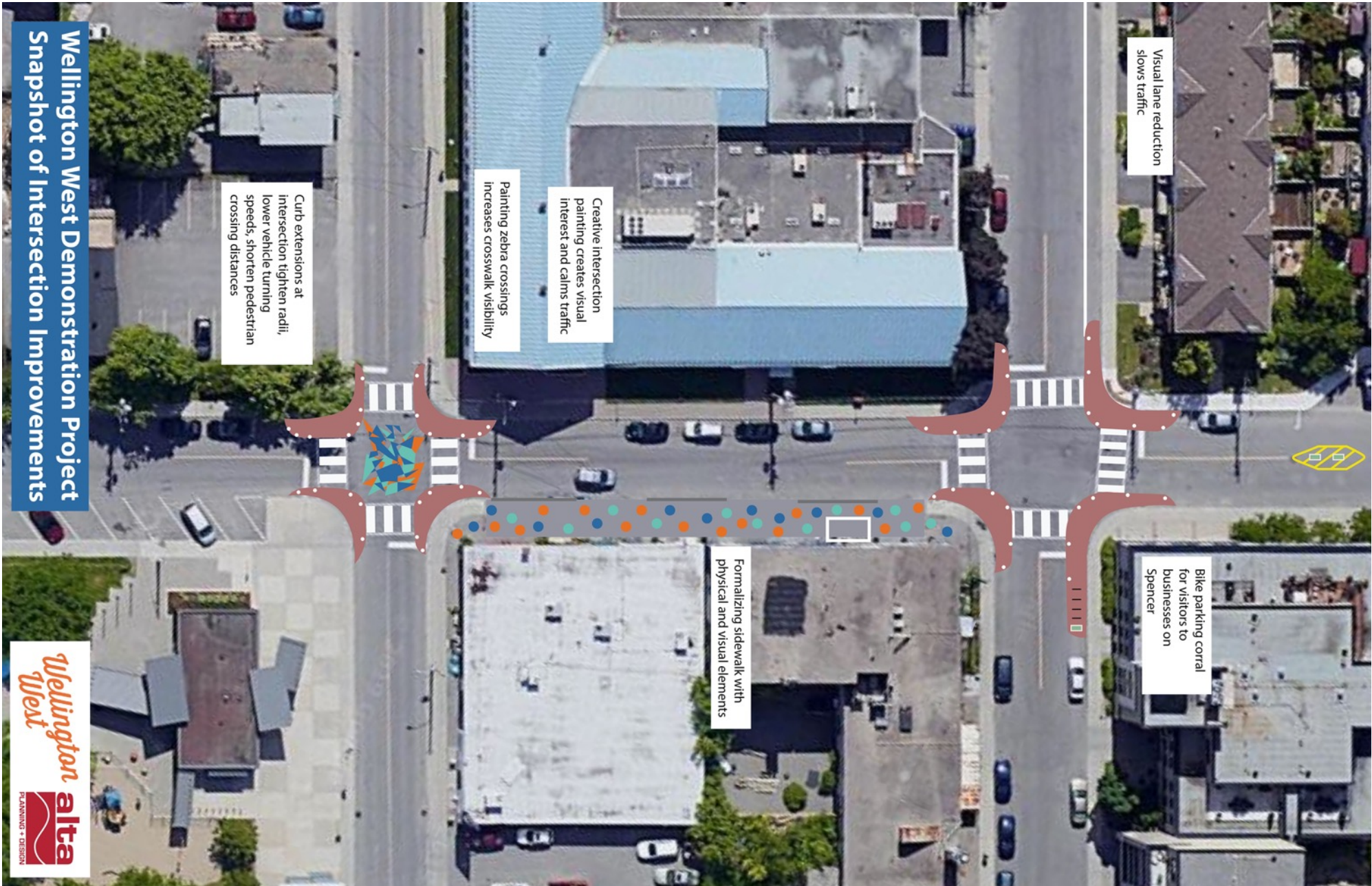


WELLINGTONWEST.CA

HINTONBURG PLACE PLAZA PROJECT



PARKDALE AREA - PEOPLE PLACE MOBILITY STUDY





Wellington West

BUSINESS
IMPROVEMENT
AREA

MARKETING & EVENTS

PARKDALE MARKET PARTNERSHIP



WELLINGTONWEST.CA

ANIMATING PARKDALE WITH PARTNERS



WELLING

ANIMATING WITH SPONSORED COMMUNITY EVENTS



CELEBRATING OUR AREAS



WELLINGTONWEST.CA

HOLIDAY PROMOTIONS



TASTE OF WELLINGTON WEST



MAKING OUR MEMBERS THE STARS





Wellington West

BUSINESS
IMPROVEMENT
AREA

ADVOCACY &
MEMBER SERVICES

ADVOCACY & MEMBER ENGAGEMENT COMMITTEE



BE MORE SOCIAL EVENTS



PARTNERING WITH NEIGHBOURS



WELLINGTONWEST.CA

STRATEGIC PLANNING FRAMEWORK

VISION FOR OUR IMPROVED AREA

**A diverse & welcoming community of communities
collaborating to achieve business success**

OUR PILLARS – KEY OBJECTIVES

**1. Collaborative engine
for entrepreneurial success**

**2. Community
of diverse communities**

**3. Welcoming people places
to explore & be inspired**

PROGRAM / ACTION AREAS

ADVOCACY & MEMBER ENGAGEMENT

**Mutual success through collaboration
among partners**

MARKETING & EVENTS

**An open invitation to exploration
By customers**

PLACEMAKING & BEAUTIFICATION

**Place of welcoming intersection between
communities**

PROPOSED BIA BOUNDARIES



BENEFITS OF EXPANSION

FOR BIA

- Outreach to all three LRT gateways.
- Finally cover ALL commercial areas in Hintonburg & Wellington Village.
- Larger assessment base means levies more widely shared – lower impact for each individual member.

FOR NEW MEMBERS

- Access to BIA services, directory, staff assistance, and programs at already very reasonable WWBIA rates.
- Ability to collaborate on / fund projects of mutual benefit.
- Free graffiti removal
- Ability to create “clusters”.

BOUNDARY EXPANSION TIMELINE

1. **TODAY:** vote on motion to send request to City.
2. **NEXT 2 MONTHS:** Visit all properties in Expansion area and collect letters of support.
3. **EARLY SPRING:** votes at FEDCO then City Council
4. **LATE SPRING:** City Clerk prepares bylaw / circulates notice to all area properties (including existing BIA).
5. **30 DAY OBJECTION PERIOD:** If less than 2/3 of ALL affected properties object, the Clerk will recommend Council proceeds.
6. **MID-2020:** Council votes to approve.
7. **January 1, 2021:** WWBIA begins serving new members in expanded BIA.

BOUNDARY EXPANSION MOTION

MOTION: that the Board of the Wellington West Business Improvement Area (BIA) inform the Council of the City of Ottawa of our desire to designate the areas described in Figure 1 as part of an expanded Wellington West BIA under *Section 204 and 209 of the Municipal Act (2001)*, to take effect on or before January 1, 2021.

Figure 1: Areas to be included:



QUESTIONS & DISCUSSION

- On Director's Report / Strategic Plan / Boundary Expansion
 - 5-10 minutes
- VOTE: Motion to Approve Boundary Expansion Request

A person wearing a blue and white striped shirt, dark pants, and a grey cap is standing on a silver extension ladder. They are painting a large mural on a wall. The mural depicts a giant hand holding a large wrench. The hand is painted in shades of brown and tan, while the wrench is painted in blue and grey. The person is reaching up to paint the wrench. The background of the mural is a mix of blue and grey tones.

Wellington West

BUSINESS
IMPROVEMENT
AREA

TREASURER'S UPDATE – BRIAN MUZYKA

TREASURER'S REPORT

1. Budget Reports for 2018-19

- Review of 2019 Year-End Financials
- 2018 Auditor's Report
- Motion to Accept Auditor's Report

2. Presentation of WWBIA 2020 Budget

- Questions & discussion
- Motion to Approve WWBIA 2020 Budget

REVIEW OF 2019 YEAR-END FINANCIALS

	Expenses		Revenue	
	Budget	Actual	Budget	Actual
TOTAL:	452,672	442,040	(112,500)	(110,263)
Variance:	10,632		(2,237)	
"Surplus" (Reserve contribution):	8,395			

	Expenses		Revenue	
	Budget	Actual	Budget	Actual
Administration				
Staffing Costs	119,395	129,613		(5,000)
Office Rental	22,680	23,079		
Operations	8,120	10,121		
Finance & Insurance	7,000	7,853		
Subtotal:	157,195	170,666	0	(5,000)
Marketing & Events				
Advertising & Promotions	46,750	44,808		
Banners	8,000	10,278		
Seasonal Marketing	6,000	7,882	(4,000)	(663)
Community Event Sponsorships	14,500	11,051		
TASTE of Wellington West	16,000	10,187	(6,000)	
Grant: Parkdale Market Promotion	0	8,791		(10,000)
Subtotal:	91,250	92,997	(10,000)	(10,663)
Placemaking & Beautification				
Beautification & maintenance	71,000	61,788	(6,000)	(12,100)
Graffiti removal	10,000	12,173	(10,000)	
Grant: murals	5,000	5,437	(2,500)	(2,500)
Grant: WV 100 Gallery	5,000	1,617	(2,500)	(2,500)
Grant: Hintonburg Place Project	55,000	55,000	(55,000)	(55,000)
Grant: Parking relief MPMS	0			
Subtotal:	146,000	136,015	(76,000)	(72,100)
Advocacy & Member Engagement				
Member engagement events	4,000	1,007		
Ottawa Coalition of BIAs (1.5%)	5,148	5,531		
Grant: Digital Mainstreets Service	10,000	11,378	(10,000)	(10,000)
Grant: Boundary Expansion Study	5,000	5,154	(5,000)	(5,000)
Research Grant: Strategic Plan	15,000	15,000	(7,500)	(7,500)
Research Grant: Household survey	8,000	4,000	(4,000)	
Subtotal:	47,148	42,070	(26,500)	(22,500)
Capital & Contingency Reserves				
Contingency Reserve	2,500	292		
Capital Project Reserve (2.5%)	8,579	(below)		
Subtotal:	11,079	292	0	0

2018 AUDITOR'S REPORT

STATEMENT OF FINANCIAL POSITION

As at December 31, 2018, with comparative information for 2017

Table 1 - Statement of Financial Position - Financial Assets

Financial assets	2018	2017
Cash on deposit with the Corporation of the City of Ottawa	\$56,605	\$71,732
Total financial assets	56,605	71,732

Table 2 - Statement of Financial Position - Liabilities

Liabilities	2018	2017
Accounts payable and accrued liabilities <i>[note 2]</i>	12,984	16,277
Total liabilities	12,984	16,277
Net financial assets	43,621	55,455

Table 3 - Statement of Financial Position - Non-Financial Assets and Accumulated Surplus

Non-financial assets	2018	2017
Prepaid expenses	3,402	3,100
Total non-financial assets	3,402	3,100
Accumulated surplus	\$47,023	\$58,555

See accompanying notes

**VOTE: Motion to
Accept Auditor's
Report**

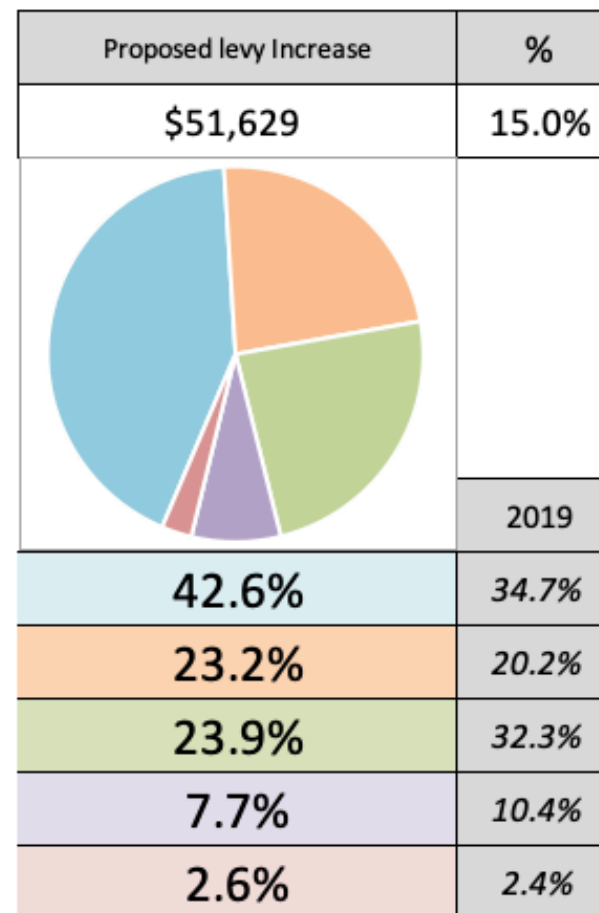
PROPOSED BUDGET - OVERVIEW

2020 Budget

Wellington
West BIA

AGM DRAFT - v. 8.2 DEC
23, 2019

	2020	2019
REVENUE - estimated / projected		
Annual Member Levy	(394,800)	(343,172)
Grants (anticipated)	(40,500)	(16,000)
Sponsorships / partnerships (anticipated)	(34,000)	(96,500)
Rebates & remissions (est.)	1,000	3,000
TOTAL REVENUE	(468,300)	(452,672)
EXPENSES - all Cost Centres (below)		
Administration (ADM)	199,608	157,195
Marketing & community events (MKTG)	108,500	91,250
Place-making & Beautification (PLACE)	112,100	146,000
Advocacy & Member Engagement (ADVO)	35,922	47,148
Capital / contingency reserves (RSRV)	12,170	11,079
TOTAL EXPENSES	468,300	452,672



ADMIN BUDGET OVERVIEW

	Expenses		Revenue
Administration	2020	2019	
Staffing Costs	155,259	119,395	
Office Rental	23,000	22,680	
Operations	14,549	8,120	
Finance & Insurance	6,800	7,000	
Subtotal:	199,608	157,195	<hr/> 0

MARKETING COMMITTEE BUDGET OVERVIEW

	Expenses		Revenue
Marketing & Events	2020	2019	
Advertising & Promotions	54,000	54,750	
Seasonal Marketing	6,500	6,000	(3,000)
Community Event Sponsorships	10,000	14,500	
TASTE of Wellington West	16,000	16,000	(7,000)
Cluster Marketing Program	2,000	-	
Grant: Parkdale Market Promotion	20,000	*	(20,000)
Subtotal:	108,500	91,250	(30,000)

PLACE COMMITTEE

	Expenses		Revenue
Placemaking & Beautification	2020	2019	
Beautification & maintenance	72,500	71,000	(4,000)
Graffiti removal	13,600	10,000	(10,000)
Project grant: giant mural	10,000	5,000	(5,000)
Project grant: wayfinding	6,000	5,000	(3,000)
Parking relief grant	10,000	*	(10,000)
Subtotal:	112,100	146,000	(32,000)

ADVO COMMITTEE

	Expenses		Revenue
Advocacy & Member Engagement	2020	2019	
Member engagement events	5,000	4,000	
Ottawa Coalition of BIAs (1.5%)	5,922	5,148	
Research Grant: Member database	15,000	10,000	(7,500)
Research Grant: Household survey	10,000	10,000	(5,000)
Subtotal:	35,922	47,148	(12,500)

Capital & Contingency Reserves	2020	2019	
Contingency Reserve	2,300	2,500	
Capital Project Reserve (2.5%)	9,870	8,579	
Subtotal:	12,170	11,079	0

- VOTE: Motion to Accept 2020 Budget



Wellington West

BUSINESS
IMPROVEMENT
AREA

WRAP UP

ADJOURNMENT

1. VOTE: Motion to Adjourn
Mover / Seconder / Vote