

**Board of Directors Meeting - Sparks Street BIA**  
**Thursday, March 17, 2022**  
**1:30pm – 2:30pm**  
**ZOOM Call**

**Attendees:**

- Kevin McHale
- Laura Young
- Ian Wright
- Lindsay Appotive
- Stefania Capovilla
- Chris Hetherington
- Jason Komendat
- Jeff O'Reilly
- Marissa Lord

**Declaration of conflicts**

- 1. Adoption of the Agenda** *Jeff, Chris*
- 2. Adoption of the Minutes of the Last Meeting – SSBIA** *Jeff, Lindsay*
- 3. Declarations of pecuniary interest including those arising from prior meetings**
- 4. Opening Remarks – Chair** *None*
- 5. Downtown Recovery Program – MOTION**
  - *Kevin provided a brief overview of the Downtown Funding program with the city of Ottawa*
  - *Executive Directors of Bank, Rideau, Byward idea work on one combined effort,*
  - *Gear challenging to get at this time but we will pool 300K in play which would allow us to create our own activations between now and July*
  - *Extensive ad campaign to support (digital, restore the core, traditional 25% promotion, digital)*
  - *33 cent on the dollar funding, helps make significant programming*
  - *Majority of Ottawans describe downtown as just that*
  - *We are starting to see problems that affect areas, homelessness, drug use and road closures increasing challenges, looking at how to work together as core*

*WHEREAS On February 23<sup>rd</sup>, 2022, Ottawa City Council approved funding to support specific downtown and central area Business Improvement Areas (BIA) and Business Associations (BA) mitigate the negative economic impacts of the recent protest and occupation;*

*WHEREAS In order to be eligible to receive program funding, the BIA must demonstrate a contribution amount equal to 50% of the City funding towards economic recovery initiatives;*

*WHEREAS Eligible projects include, but are not limited to:*

- *Special events*
- *Marketing and promotion*
- *Tourism attraction*

*WHEREAS Funding recipients may partner with each other to leverage the City funding contribution and recipient investment;*

*WHEREAS All project elements must be executed by July 31, 2022;*

*THAT the SSBIA approve the use of the unused Winterlude budget to match city funds;*

*AND THAT the SSBIA look to partner with other affected BIA's to maximize the investment and scope of the project;*

*AND THAT on March 17, 2022, the SSBIA enter into this agreement with the City of Ottawa.*

*MOTION: Moved Chris, seconded Stefania*

*CARRIED*

#### **6. Downtown Ottawa Business Relief Fund**

- *Kevin reviewed the Downtown Ottawa Business Relief fund with the supporting presentation*
- *MOVED TO IN CAMERA*

*MOTION: WHEREAS the Federal and Provincial governments approved funding to support specific downtown and central area Businesses to mitigate the negative economic impacts of the recent protest and occupation;*

*WHEREAS the funds for businesses will be distributed by Invest Ottawa;*

*WHEREAS Invest Ottawa and the Ottawa Coalition of BIAs (OCOBIA) have asked the SSBIA to promote the program to our members and businesses in the affected area not represented by a BIA or other organization;*

*WHEREAS Invest Ottawa and OCOBIA will provide funding to the SSBIA to cover costs of these promotional activities;*

*THAT the SSBIA enter into an agreement with Invest Ottawa and OCOBIA to promote and support the program.*

- *Motion Lindsay, seconded Jeff*  
*MOTION CARRIED*

## **7. Executive Director Report – Kevin**

- *Kevin presented the deck of Sparks Street geographic, demographic data from Environics*
- *Kevin presented the overview of the green zone towers (4 on Sparks and additional birch shrubs)*
- *Kevin went over upcoming event dates of programming and festivals*
- *Kevin provided information on Municipal, Federal, Provincial elections and political activations and governance for Board*
- *Kevin went over office admin, bollard installation mid-April, or earlier, patios notifications have gone out, Ottawa Letter repair*
- *Patio fees are waived, \$350 application fee, patio rental fees would be in line once rental fees are returned (once City resumes)*

## **8. Extended Road Closures**

- *Wellington Road closures, passive blocking of cars, it is not keeping them off of Wellington and increased traffic chaos on Metcalfe*
- *Kevin has brought forward safety concerns as people are not stopping at the first point, pushing through and doing illegal directional and U-Turns*
- *We are trying to welcome people back down here and they are having to dodge vehicles again, City Staff have been made aware, a formal review has not been started*
- *Sparks has asked City staff to observe the traffic implications but there does not seem to be much interest*
- *We will continue to advocate*
- *Council is supposed to come to the businesses for any concerns or impacts prior to any closure as part of the City's motion to close Wellington to vehicular traffic*
- *Once the consultation process begins we will include the membership and Board*
- *Ian brought forward concerns for loading zone, and Jason remarked he is hearing reopening Sparks Street to traffic*
- *Kevin provided some insight on how that would likely not work*
- *The hope is that there is a calm logical approach to any changes*
- *Lindsay asked about the current Public Realm Plan and what the implications of transfer would be, how would the plans change?*
- *Kevin responded that everything is on hold as they know there is new Council Financials for engineering extremely impacted due to Covid*

## **9. Other Business -**

**Adjournment** *Jason, Lindsay*