

Sparks Street BIA Board Meeting

November 25, 2021 2:00p-3:00p

Online (ZOOM)

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

Declaration of Conflict of Interest -none

Agenda Items

1. **Approval of Agenda (2 Min)** *Jeff, seconded Lindsay*
2. **Approval of past minutes (3 Min)** *Lindsay, seconded Jeff*
3. **Opening remarks – Ian**
 - *Wishing well on a good Christmas season, Mall looks great, welcoming, nice feel, thanks to Sparks Staff for the hard work*
 - *Kevin responded saying we've had lots of Instagram buzz, and thanked Board for the approvals and consultation*
4. **Investment of Surplus Update**
 - *Agreement will be as suggested, take 400K of surplus, provide to treasury, will set up trust, and invest in safe, easy, simple returns, bonds GICs, money will sit in account and we will have full access to it at any time, still leaves money in surpluses, good flexibility*
 - *Next steps City legal department will draw up an agreement and Board will sign off*
5. **Marketing Update**
 - *Dan Rascal in to shoot the street for holiday, film promo*
 - *Putting together promotional package with ReStays*
 - *Digital messaging for December 24, installations are walkthrough able, we will be keeping five of them on the street to be used*
 - *Jason looking to see what sponsors are activating on Sparks to ensure no conflict, ie Tim Hortons, Beavertails,*
 - *Kevin confirmed they will be attending as they make a large investment to Winterlude, but will make considerations location, and for how to draw attention to our individual businesses*
 - *Lindsay asked what is on the schedule for Winterlude on Sparks*

- *Kevin did an overview of what to expect for 2022 with an emphasis on no crowd generation*
- *Lindsay asked if there is opportunity to activate during Winterlude outside their front door*
- *Kevin said we have the potential to do an infrastructure cost to accentuate the event going forward*
- *Lindsay said it would be a great way to get businesses to be a part of the event*
- *Kevin remarked that in order to have proper execution the business driven activations needs to be staffed for the entirety of Winterlude, like winter patios, the partner needs to come in with programming and staff, needs complete activation as we learned in previous year as it was not inviting if it wasn't animated*
- *Happy to work with businesses on what they'd like to do*
- *Jason said he'd like to do a demo, **ACTION:** Kevin will look at the site plan and see what works*
- *Toy Mountain is here this year, small event on Dec 10 for public donations, with a Santa Claus*
- *12 Days of Sparks Gives invites the partners downtown and we will facilitate photo opportunities with Board members at their store **ACTION:** Sparks Street to send the schedule for sign up*

6. Executive Director Update

7. OCOBIA update

- *Please review the documents in the package sent before the meeting*
- *We went through the policies a few years ago internally, December meeting we will make the changes to the AGM (once voted and approved)*
- *Board Member onboarding packages coming in 2022, PowerPoint modules that will live on the OCOBIA website so board members can watch modules to help understand rules and regulations of being a Board Member, a lot of clarity*
- *Package should be ready in January*
- *The City has earmarked funds for new strategic plan for OCOBIA, to evolve the organizations*
- *It has been a fantastic partnership for us, allows us access to Mayor's table, uses our Executive Director, streamlined the BIAs, Kevin has sat in transition board and now has been voted as Treasurers, has now elected new members from Ottawa BIAs*

8. Governance Update

9. Mall Authority Update (Kevin)

- *Christmas Décor is up, interlock work completed, MA is going through the budget process*
- *We are trying to sort out the proper governance for Lord Stanley's gift on Elgin, the way the project was given to the City, we need a better management of it, MA can be supervisory but the City needs to invest and manage the funds to take care of it*

It is a great piece but needs to be attended to before deterioration and potential bad press

- *Sparks Street was selected to receive a grant for the Business Accelerator grant, Environics will be coming to do a trade evaluation of Sparks Street, using that data we will hire a consultant to pair down on the data for a 12 months contract, the data will be used to identify five new*

businesses into our area, could be that they need capital to upfit a business, equipment, could be an overhead fan or dishwasher, something that it needs to get that person to set up in person the idea is to fill spaces

- *5 Businesses will get the 10K grant, it will flow into the BIA, we do not need to worry about money going into the federal government, BIA will management,*
- *the other 5K will be for existing businesses on the street, that the businesses are sustainable but need something else to take them to the next level, independent businesses eligible , this is an extension of Digital Mainstreet (DMS) the consultant will decide*
- *Program launches in January with kick off in December*
- *It is 100K here and 65K for consultant and supplies*
- *You will see this reflected as a pass through on the budget and will update the BIA as more information comes in*

Kevin reviewed the budget document

- *Auditors would like us to budget for draw down from reserve of 40K. It is an opportunity to take some off it, want to make sure we are not having to scramble, if we collect what we have, then we will not be spending it, we can choose to use that money for other projects*
- *We want to make sure to activate as much as possible and have flexibilities built in*
- *Partnering Opportunities in 2022 will be great*
- *More detailed budget coming soon for approval*

Kinetic Clock

- *Kevin discussed the ongoing negotiations with city of Ottawa about the art that was removed from Sparks Street years ago, the board has approved the motion prior to pay for the required fixes from Ottawa's Art department.*
- *Sparks has been waiting for the City's art department invoice, the City of Ottawa Art Department has now submitted the estimate, that Sparks Street cover, we got it down from \$75K to \$37,470.80*
- *Jeff suggested splitting the cost for Stanley Cup maintenance as mentioned above*
- *Kevin said he would like it completely separate as to not confuse any processes*
- *Jeff supported that decision*

MOTION TO REPAIR THE CLOCK

- *Jeff, confirmed, Lindsay seconded*

10. Other Business

Adjournment *Chris, seconded Lindsay*

Next Meeting *December 13, Combined Board meeting 2:00pm*