

**Board of Directors Meeting - Sparks Street BIA**  
**Tuesday, November 15, 2022**  
**1:30pm – 2:30pm**  
**ZOOM Call/ In Person**

**Attendees:**

- Kevin McHale
- Marissa Lord
- Ian Wright
- Stefania Capovilla
- Jason Komendat
- Lindsay Appotive

1. **Adoption of the Agenda** *Ian, Jason*
2. **Adoption of the Minutes of the Last Meeting – SSBIA** *Ian, Stefania*
3. **Declarations of pecuniary interest including those arising from prior meetings – None**
4. **Opening Remarks – Chair Ian – No remarks**
5. **Downtown Revitalization Task Force Update**
  - a. **MOTION to Approve Funding**
    - *Kevin went through the deck for the Downtown Revitalization Task Force for the Board including its makeup, goals, weekly meetings, property lists, recommendations for City Council and Federal government by February of 2023, how Christophe Rivet from EVOQ STRATEGIES is helping execute the work of the task force, and partners are contributing funds and time*
    - *Kevin made the request the BIA contribute up to \$5,000 in funds (which would come from the Community Engagement Funding line from BIA 2022 budget which has not yet been spent) and put forth the motion:*

**MOTION:** *WHEREAS the Sparks Street BIA is committed to seeking solutions to the economic and social challenges faced by downtown Ottawa;*

*And that the Downtown Revitalization Task Force seeks to provide a series of short, medium, and long-term objectives to the City of Ottawa and the Federal government to resolve these challenges;*

*That the Sparks Street BIA provide up to \$5,000.00 to support the work of EVOQ Strategies*

- *Kevin opened the floor to questions*

**Lindsay:** *Is there any other BIAs that are going to be doing this as well in the downtown?*

**Kevin:** Yes, and they have said out loud that they would be contributing to the Task Force

**Lindsay:** So right now would be Bank Street and Sparks Street if we agree?

**Kevin:** Yes, we're the 2 BIAs in the targeted area that this group is looking to specifically support

**Lindsay:** It sounds like it makes sense for us to have a seat at the table if the other BIAs are going to be there too

**Ian:** I agree as well, Lindsay

**Stefania:** Same here

**Jason:** Agreed

**MOTION:** Moved Stefania, seconded Lindsay

**CARRIED**

## 6. BUDGET 2023

### a. MOTION to Approve 2023 Budget

- Kevin presented the proposed 2023 budget narrative to the BIA Board, noting a new 2023 budget needs to be presented at the 2022 AGM and thus approved by the current Board in advance. Kevin also noted the 2023 budget being presented at the AGM does not require member approval - that is the role of this Board
- Kevin reminded the Board that the budget is treated as the guiding document/ marching orders for staff and can be tweaked as needed through the year

**MOTION:** To Approve the 2023 Operating Budget of the Sparks Street BIA

- Kevin opened the floor to questions

**None**

**MOTION:** Moved Jason, seconded Ian

**CARRIED**

## 7. AGM and Election Update

- Kevin reiterated the schedule for the BIA AGM and Board Election happening December 6, 2022 from 5:30 p.m. – 8:45 p.m. at the Rabbit Hole along with the rules of membership voting (noting there is no double voting, we will be pre-registering guests, will have the tax roll to cross-reference, and ballots ready) More communication will be coming from Marissa on that to remind everybody
- **ACTION:** Marissa to send reminder to members through mailer regarding the upcoming Sparks Street BIA AGM + Board Election
- Kevin noted he has requested Michelle Groulx, the Executive Director of OCOBIA, to attend as an Election observer and to help count the votes and will reach out to Jeff as an outgoing Board member to also sit as an observer of the Election

**ACTION:** Kevin to speak with Jeff O'Reilly about attending and observing the Sparks Street BIA Board Election

- Kevin added that once the 6 members of the new BIA Board are established, they will be brought together on Dec. 7, 2022 and provided documents and videos to onboard
  - Kevin opened the floor to questions
- None**

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

- Kevin went over ongoing and upcoming marketing campaigns from now to December 2022 including Scroll in to Win running until Nov. 30, Winter Wander kicking off Thursday, Sparks Gives Dec. 5 - 16, and Toy Mountain At-Work Santas Dec. 2 – 16 + Toy Mountain Day Dec. 15 (when staff will be in The Shed collecting toys and doing drop off to headquarters/depot) and noted the office is closed for the holidays from Dec. 24 – Jan. 3, 2023
- **ACTION:** Marissa to send call out to membership for businesses interested in supporting Toy Mountain by becoming At-Work Santas

#### **9. Other Business**

**Lindsay:** When is Toy Mountain starting?

**Marissa:** The call out for At-Work Santas will go out tomorrow to the membership and the campaign runs from Dec. 2 – 16, 2022 which is also the end of Toy Mountain's campaign. There is a Sparks Toy Mountain day scheduled for onsite toy collection Dec. 15 when we will likely collect the toys from businesses to drop at Toy Mountain Headquarters

- Kevin thanked the Board for the last 4 years of support and wished good luck to all those running again, informing the Board that there are 7 candidates currently running with potentially 2 more and noting the membership will have a tough time voting as there are great candidates

**Lindsay:** When do we know who is running?

**Kevin:** We will declare our candidates at the AGM collecting votes from 5:30 – 8 p.m. (the election itself is on the calendar for 8:30 p.m. but we will be counting ballots as they come in)

**Ian:** Can we not get the people who are running in advance?

**Marissa:** The nominees will be shared publicly with the membership via mailer on November 25, 2022

**Kevin:** We have the names and bio for each candidate that are going up on the webpage so we will have that published on the 25<sup>th</sup> and will promote that the week and a half before the election so everyone knows about it and their names will be on the ballot in alphabetical order the day of

**Adjournment** Ian, Lindsay