

Combined Board of Directors Meeting - Sparks Street BIA & Mall Authority
Monday, February 28, 2022
2:00pm – 3:30pm
Teams Call

- Laura Young
- Kevin McHale
- Marissa Lord
- Sue-Ellen Holst
- Ian Wright
- Chris Hetherington
- Jeff O'Reilly
- Scott Lennon
- Bill Leonard
- Lindsay Appotive
- Michael Swan

Quorum Met.

Declaration of conflicts

- 1. Adoption of the Agenda - Jeff and Scott**
- 2. Adoption of the Minutes of the Last Meeting – SSBIA Ian, Lindsay**
- 3. Adoption of the Minutes of the Last Meeting – SSMA- Bill, Scott**
- 4. Declarations of pecuniary interest including those arising from prior meetings - NONE**
- 5. Opening Remarks – Chairs *none***

- *Kevin introduced Sue-Ellen Holst as Sparks Street BIA Main Street Ambassador*
- *Sue-Ellen introduced, and did a summary of the Main Street Ambassador program, and role in growing business and recruiting, through community market share data report, once that is macro overview of the community we will be providing each business use the data to opportunities to identify gaps and opportunities for new businesses, for owners of the properties, great to know whats in the hopper,*
- **ACTION** – *Sue-Ellen will present the data when ready*
- *Kevin remarked that Environics is executing the study, we may be able to use this as real time tracking of cellular data on a basis to get an idea of footfall*

6. **Occupation Report** - Kevin produced a deck summarizing the Occupation and steps taken and impacts

- Jeff wanted to confirm if bollards would be used for traffic management, Kevin responded that weather is a challenge, operational cost not budgeted, do not want to incur the cost as decision has been made by municipal and federal staff we would have to start paying for it ourselves, and we will end up having to repair them
- They are examining the perimeter as we speak and they are required to consult with BIA and other businesses prior to closing Wellington, they have one week and a half to do consultations, we have spoken to the City Special Events team, they are not in favour of this but they must attempt before cancelling the idea
- Kevin confirmed there are police at Wellington perimeter, but there have been operational challenges with who is managing the check points
- Closing off Metcalfe/Queen is not an option has maintenance has to be done,
- Ian Wright, they'd have to change Metcalfe/O'Connor into two way streets
- Kevin confirmed that vehicular traffic is becoming a challenge, there is pressure on this temporary solution as financial challenges with paid duty
- Barriers would have to be staffed
- We will advocate for the best for the street.

7. **Parliamentary Precinct Presentation – PSPC**

- Scott presented the Sparks Street project overview highlights commitment to ground floor retail and ensure engagement with the BIA and the Mall Authority and highlights commitment to architectural design
- 100 Sparks will remain for BIA office as long as possible
- Kevin would like to see collaborative opportunity to chat about opportunity in advance of the design competition
- **ACTION:** Scott will be happy chat further about opportunity to do and will follow up about what the Design Competition Reveal will entail (event, Spring)

8. **Executive Director Report – Kevin**

- Presented the Sparks Street deck
- Kevin will connect Sue and Chris to discuss opportunities for the Ambassador program and how to assist NCC where necessary
- **MOTION TO SUPPORT STARTS WITH HOME campaign and program,**
- Scott asked to confirm commitment/scope of endorsement
- Kevin confirmed is to amplify awareness and solutions as done with other Cities, no financial obligation, to ask Council to have a second look at the challenges we are facing in our City as we have seen in the last five years

- *Bill Leonard recognized the importance of the motion, concerns about endorsement is this typical of BIAs to provide this*
- *Kevin outlined the challenges, BIAs are trying to evolve about improving the area, it if it a safe place to do business, it's a great place to visit*
- ***MOTION: Whereas homelessness has been recognized has been recognized as a crisis by the City of Ottawa;***

Whereas the cost of housing continues to rise making it more difficult for individuals to find stability and support;

That the Sparks Street BIA endorse the Start with Home Campaign organized by the Alliance to End Homelessness (Moved Lindsay, Seconded Ian)

- ***MOTION: Whereas homelessness has been recognized has been recognized as a crisis by the City of Ottawa;***

Whereas the cost of housing continues to rise making it more difficult for individuals to find stability and support;

That the Sparks Street Mall Authority does not endorse the Start with Home Campaign organized by the Alliance to End Homelessness

- *Kevin provided Infrastructure update and opportunity to work with City for RFP*
- *Public Washroom Update – challenges with underground infrastructure*
- *Ian suggested promoting the Welcome Centre public washrooms and work with them on it and highlighting the ones that do exist*
- *Kevin mentioned we could look at alternative options, perhaps in unused bays*
- *Chris Hetherington – asking if Montreal public washroom design has been consulted and Kevin confirmed the City is working with them*
- *Kevin it could be that this just isn't a good fit for Sparks but could be placed in an alternate location*
- *Reviewed other highlights for upcoming events and grants received*
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9. Other Business - none

Adjournment - Jeff, seconded Ian