



Annual General Meeting SSBIA Draft Minutes
Tuesday, January 14th, 3:00pm to 3:30pm
Zoom

Explanation of meeting format

Declaration of Conflicts – None.

1. Approval of Agenda – Pete first, Stefania seconded.
2. Approval of the past minutes – Peter first, Dan seconded.
3. Update from Chair
4. Presentation of the Annual Report and Financials
 - Leasing support program (hosted and promoted broker events & site tours)
 - Change in bollard operations this year (removing overnight to allow for more security)
 - Steady increase in foot traffic (increase since September from workers returning back to the office)
 - Number of public realm projects, including the relocation of Terry Fox monument
 - Looking to continue programming including some signature events and some new programming such as a potential partnership with Bluesfest
 - Active marketing campaigns promoting Sparks Street (Bluesfest screen digital campaign, Stingray, etc.)
 - New businesses open on Sparks this year including Fheny designer consignment and Capital Art Fair.
 - Post of the year: Water station highlight (viral with 1.9million views)
 - o Was posted during environmental conference in Ottawa and during Earth week
 - Funding/grants
 - o My Main Street ambassador for Live from booth program (\$45k)
 - o Ottawa Tourism Winterlude DJ shed (\$30k)
 - Continued to build great relationships with our partners
 - Expansion & rebrand
 - o Still currently waiting on the result from the city
 - o With the expansion, we aim to provide stronger representation of the downtown core and create positive change for members
5. Presentation of the 2024 Budget
6. 2025 Outlook
 - Focusing office operations on our four pillars
 - o Economic development
 - o Destination development
 - o Community development

- Member advocacy
- Expansion & rebrand
 - If successful, our new name will be “Downtown BIA” with a new look and feel
 - Expand Leasing support program
 - Add retail management studies to data reporting
 - Conduct member surveys for all events

7. Other Business –

Adjournment – Peter first, Dan seconded.