

SSBIA Board Meeting
Monday, April 15, 2024
2:00pm – 3:00pm
56 Sparks Street Suite 608

Declarations of pecuniary interest including those arising from prior meetings

1. **Adoption of the Agenda** – Peter first, Daniel seconded.
2. **Adoption of the Minutes of the Last Meeting – SSBIA** – Peter first, Daniel seconded.
3. **Opening Remarks – Vice Chair**
4. **SSBIA – Songs from the Shed**
 - a. MOTION to purchase Shed from Bier Markt – Stefania first, Maria Seconded.

5. Rebranding Update

- a. MOTION to URL purchase

Hoping to receive quotes by mid-April &

Reflects a bigger and better role in downtown Ottawa

Important for the BIA's new name to reflect the expanded trade area and website address that matches this branding and is easily searchable.

Board to authorize a budget of up to \$20,000 and;

the board directs staff to purchase downtownottawa.com and downtownottawa.ca

Kevin presented motion.

Board discussion about URL cost.

Motion withdrawn by staff.

6. Downtown Ottawa Action Plan Development Plan

- a. MOTION to Financially Support next phase

First phase will be released in May.

The development of the next phase will begin shortly after phase one release.

Important for the SSBIA to be actively supporting Downtown investment.

SSBIA commit \$5000 to support the next phase.

7. Executive Director Report – Kevin

-Bollard operations are underway.

-Sit and furniture setup begins next week.

- "S" rope lights replaced.

-Interlock wintered well.

-Phonebooth electrical work complete- for now.

Leasing Support Program

BIA Expansion

- Close to being able to go public about our expansion
- Draft study complete
- City staff connecting with Centretown BIA

ROI on Events

- Starting with Ribfest (survey for vendors, merchants and visitors)

8. Other Business -

Adjournment – Peter first, Dan Seconded.