



Shannon Giust

Salvaged on Mill St.

**Directors attending by ZOOM**

Kris Gordon

Ken Gordon Holdings

Mike Mirsky

Landlord

**Guests**

Paula Agostini

Allure Hair Design and Spa

Michelle Sekeres

Allure Hair Design and Spa

Paige McDonald

Watson's Mill and Dickinson House

Sheila Stewart

Manotick Office Pro

Eric Schuller

Capital Cellars

**Call to Order**

The meeting was called to order at 8:03am by Michelle Vandenbosch, who indicated that she was acting Chair in Ken Gordon's absence. Michelle further indicated that Ken would be attending by ZOOM

Moved by Sarah Wright, Seconded by Laura Glaspar

Motion Carried

**Approval of the Agenda**

Motion to approve the Agenda

Moved by Dot Janz, Seconded by Shannon Giust

Motion Carried

**Approval of Minutes**

Motion to Approve the Minutes of April 14<sup>th</sup>, 2023

Moved by Laura Glaspar, Seconded by Adam McCosham

Motion Carried

**Chair's Report** ( delivered by Michelle Vandebosch, Acting Chair.

Michelle welcomed everyone and expressed appreciation to Dot for hosting the meeting and providing refreshments.

Michelle acknowledged the Algonquin Anishinaabe Nation, whose traditional and unceded territory we are gathered on today.

Michelle then spoke on the success of the 1<sup>st</sup> Annual Spring Fling which despite the terrible weather brought a number of visitors to the village. It turned out to be a fun day despite the rain. It was a great starter event. Other businesses noted that visitors seemed legitimately invested in shopping, not just in getting passports stamped.

Michelle spoke of the branding initiative currently underway by the BIA and the previous discussion on the "essence of Manotick" and added that the branding should acknowledge the uniqueness of the historic buildings in the village...something many other BIAs don't have.

### **Executive Director's Report**

#### *Spring Fling*

Kelly reiterated the success of the inaugural event despite the rain. There were lots of people in spurts throughout the day going building to building. Lots of people attended the events at the Legion and at the United Church.

YOMA was a great addition to the day.....lots of activities for families, including the fire truck....too bad about the rain.

Kelly suggested that there should be some consideration to align the date with Manotick Art Association, Inspiration event. This may also open up the event to a different demographic in future. The Events Committee will consider this suggestion.

#### *Taste of Manotick*

Kelly is proposing to push the date of this annual event into September.

Kelly has discussed this with both the executive and the events committee, both groups support this.

This will accommodate the August vacation dates for many folk.

Kelly is further suggesting that in addition to highlighting Manotick's many food service establishments, a theme of fall harvest celebration be embraced.

Given the many Fall Fairs in the region, the date of Sept 23<sup>rd</sup> was suggested along with the celebration of fall harvest.

Discussion included:

Create a ticketed event for the first time

Proceeds to Manotick Food Cupboard

Amend start time to 3pm to 7;00pm

Include dancers and musicians as entertainment

Multiple ticket stations,

Giveaways throughout village

Invite local breweries and wine reps to participate, licence the street

Bring local farmers in to sell produce

Barricades at either end of village

Presale of "bracelets" for entry,

Consideration of different level of tickets....i.e. family vs. licenced participation

After significant discussion, and agreement that the Events Committee would meet to review all the suggestions, and report back at the next meeting

The following motion was presented:

To amend the date of the Taste of Manotick event to Sept 23, 2023 and to ensure a Fall Festival Celebration focus.

Moved by Darpan Ahluwalia, Seconded by Sarah Wright.

Motion Carried.

### *Gardener*

The plants and baskets and gardens will all be ready by Dickinson Days.

The gardening company is Pick/Plant/Prune run by Jennifer Glen. They are actively involved in spring clean up this week.

Initially, the purpose was to keep the planters growing with weeding and watering. There was also a clause to increase the gardens. Kelly will pursue the amounts in the annual budget to ensure this will continue to happen.

### *Dickinson Days*

Kelly is encouraging all business to get involved through sidewalk sales, parade participation and feature menus. There will be face painting and inflatables in the Mews along with wagon rides throughout the village. Home Hardware will host a barbecue on Sunday.

The promotional materials will be available through Kiwanis members.

### *OBIAA Conference*

The conference was excellent and provided Kelly with many networking and learning experiences. She had an opportunity to meet and network with many Ottawa Area BIAs.

Kelly has realized through discussions at the conference that there is a definite need to update the Strategic Plan for the Board. She will pursue getting quotes for a facilitator.

*Facebook....*Kelly is suggesting a private BIA Facebook page just for MBIA members to support networking and sharing of info,

### *Gift Card Program*

Kelly participated in a conference discussion on a gift card program. In light of the discussion, Kelly is suggesting that the Board consider a new "gift card" program offered through an outside company to replace Manotick Money. The company that Kelly is aware of is "Downtown Gift Cards". They are highly recommended by other BIAs. There are also other companies offering similar services.

The benefits to engaging with the company would be: no counterfeit possibilities, the program is highly regulated and would please auditors, it works on current debit machines, no charge back....funds stay in the village, business could sell or give away gift cards at their cost.

The cost to participate is an initial set up fee of \$12,000 and \$600.00 annual maintenance fee.

Kelly suggested that it may be possible to seek corporate sponsorship for the initial investment fee.

There was significant discussion and questions such as:

What are the current uses of Manotick Money, advantages and disadvantages? One disadvantage that would be eliminated is the "cash back" nature of Manotick Money and the fact that there is no guarantee to keep the funds in Manotick.

What is the cost to the vendor for each sale...i.e. use of machine

It was agreed that Kelly will further investigate and report back with a proposal on these issues.

### *Sponsorships*

Currently the BIA budget includes \$3500.00 for special events sponsorship.

Kelly has been approached with two requests for sponsorship this spring:

YOMA – 10<sup>th</sup> anniversary

Fiddlers on the Rideau events

After discussion it was moved that:

The Manotick BIA sponsor both groups as follows:

YOMA \$200.00

Fiddlers on the Rideau \$500.00

Moved by Dot Janz, Seconded by Darpah Ahluwalia

Motion Carried

### *OCOBIA*

OCOBIA has a program...“Digital on the Ground” which involves creating a video with a 360 degree camera for local businesses which will showcase the patios and inside the restaurant. If you plan to proceed with the program, please let Kelly know.

In addition, there is a Digital Main Street grant available to any member business in the amount of \$2500.00. If you are interested, please contact Kelly for details. Applications are due by June 21<sup>st</sup>.

### *Legion Banners*

The Legion has Poppy Banners available to any resident who wishes to honour a family member/veteran this fall. The cost is \$275.00. Please contact the legion for further information.

### **Councillor Brown Report**

Councillor Brown discussed the role of the new City Nightlife Commissioner. The role of the new position will be to ensure and encourage night life activities throughout the city.

Manotick BIA could engage with the Night Life Commissioner and encourage this person to visit Manotick with a goal to review and enhance Manotick's night life.

Kelly will pursue.

A question was raised to Councillor Brown regarding the city owned lamp posts in the village and the need for them to be repainted.

Councillor Brown will pursue.

### **New Business**

*Pride Month....*raised by Laura Gaspar

At the time of the completion of the Pride crosswalk, Laura is suggesting that local businesses be involved in a PRIDE night. This might include Shop windows decorated, special menus for one evening etc.

Kelly will follow up on the completion date for the crosswalk.

*Chairs for Charity...*raised by Adam McCosham

Adam is suggesting that businesses might want to be involved in a "Chairs For Charity" initiative that he will spearhead.

Businesses will purchase a Adirondack Chair, and decorate it to be placed in front of their business.

YOMA might be available to assist in decorating.

Chairs will then be sold/auctioned off by individual businesses with proceeds to charity.

It is anticipated that the Chairs would be out and decorated in July.

There was general support and enthusiasm for the project.

Adam will prepare a proposal and present it at the June meeting.

*The Black Dog Bistro*

Board members and guests joined in congratulating Dot on the Black Dog's 20 year anniversary and expressed their appreciation for Dot's hard work and dedication to the community. The Black Dog Bistro is a "must visit" highlight to many visitors to the Manotick.

Motion to Adjourn

Motion to adjourn at 9:22a.m.

Moved by Adam McCosham, Seconded by Dot Janz

Motion Carried.

### **Next Meeting Date**

**Friday June 9<sup>th</sup>, 2023 8:00a.m.**