



Manotick BIA Board of Management Meeting Notes

Friday December 8th, 2023 8:00a.m.

Black Dog Bistro, Manotick Main Street

In attendance

Executive

Kris Gordon, Chair

Ken Gordon Holdings

Michelle VandenBosch, Vice-Chair

Rebel Petal Designs

Leila Hojabi, Treasurer

Desjardins Financia

Board Members

Sarah Wright

RLP, The Wright Team

Adam McCosham

Home Hardware

Shannon Guist

Salvaged

Amanda Cameron

North Station Provisions

George Michaliszn

Nin Collection Boutique

Laura Glaspar

692 Coffee and Bar

Dianne Pritchard

Just Imagine Inc.

Michael Mirsky

Landlord

Dot Janz

The Black Dog

David Brown, Councillor

City of Ottawa

Guests

Leeanne VanderBurgt

YOMA

Wei McCallum

5559 Main Street

Christine McGahey

Lollies & Scoops

Sheila Stewart

Manotick Office Pro

Nicole Rosenfeldt

Royal LePage Team Realty

Executive Director

Kelly Belair

Welcome and Call to Order

The Chair, welcomed everyone and expressed appreciation to Dot Janz for once again hosting the meeting at the Black Dog.

Motion to Call to Order at 8:04 a.m.

Moved by Sarah Wright, Seconded by Michelle Vandenbosch

Carried

Approval of Agenda

There were two additions to the Agenda brought forward by the Chair.

- 1.Compensation for Executive Director (to be discussed in-camera with motion and vote in public session)
- 2.Board of Management Meeting Dates/location for 2024

Motion to approve amended agenda

Moved by Michelle Vandenbosch, Seconded by Michael Mirsky

Carried

Approval of Minutes

Motion to approve the Minutes of November 10, 2023

Moved by Michelle Vandenbosch, Seconded by Michael Mirsky

Carried

Chair's Report

*Call for Conflict of Interest Declarations

none declared

*Reminder to everyone to sign in on the sheets provided

*Reminder that Board Members are invited to attend a Board "retreat" hosted by Kris on December 13th 2023 at the Black Dog.

*Dissemination of information

Kris informed the Board that the executive committee has developed an updated approach to sharing information from the Board. Board minutes will be distributed in a draft format to all Board members in the week following the Board meeting. The hope is that this timely sharing of information will keep Board members informed of upcoming deadlines and events. Once the minutes have been formally approved at the next Board meeting, the Approved Minutes will then be posted to the website for the wider BIA membership to access. In addition, the Annual Calendar of Events will be posted to the website each month with updated information on events. Kelly will distribute a notice to all members of the BIA notifying them of the upcoming change effective immediately.

***Executive Vacation**

Kris informed the Board that the executive members will all be taking some time off over the holidays and will not be available to respond to messages etc.

***Meeting Dates**

Kris indicated that the Legion is currently booked every second Friday for other events. He invited the Board to discuss changing the regular monthly meeting date to another day/date. After discussion, the Board agreed to move the monthly meeting dates to the second Thursday of every month. The next meeting will be Thursday January 11th at the Manotick Legion.

In addition, the Executive Committee will be introducing some guest speakers at regular monthly meetings. The first guest will be the City of Ottawa Integrity Commissioner (to be confirmed) at the February meeting. Board members will recall that the Integrity Commissioner made the offer to meet with the Board for a training session on Board member responsibilities etc.

At this point, Kris requested an in-camera session.

Motion to move in-camera

Moved by Dianne Pritchard, Seconded by Sarah Wright

Carried

Kris then asked the Executive Director and Guests to leave the meeting.

Kris then introduced the discussion on the compensation package for the Executive Director.

There was significant discussion amongst all Board members with numerous comments of the subject, with the general consensus that the Executive Director is doing an amazing job especially considering the change in workload over the last year responding to the City of Ottawa requests for information related to the two investigations. The Policy Committee will be instructed to develop a salary scale to accommodate salary increases and performance evaluations. Kris asked if everyone was comfortable moving back into public session for a motion that would reflect the discussions and the vote.

Motion to move out of in-camera session

Moved by Amanda Cameron, Seconded by Shannon Guist

Carried

The Executive Director and Guests were invited back to the meeting.

Motion to amend the Executive Director's position to a full time position with a 40 hour work week at an annual salary of \$70,000 effective January 1st, 2024.

Moved by Michelle Vandembosch, Seconded by Shannon Guist

Carried

At this point Councillor David Brown requested that his report be moved forward on the agenda, as he had another meeting to attend.

City of Ottawa, Councillor David Brown report

David was able to report on a number of items. He is very aware of the condition of the many lamp posts in the village, both operationally and aesthetically. David will be conducting a "Ward" audit which will include Manotick with City of Ottawa staff. He has requested that the lamp posts be repainted black, this will occur in the spring. David requested that Kelly provide him with a list of lamp posts not functioning properly so he can include that in his city audit plan.

The City of Ottawa has passed their annual budget of \$5.8 billion. Included in this will be an increase of public transportation to and through Manotick with an eventual link to the Limebank LRT.

A question was raised by a Board Member regarding raised curbs and the potential hazard for pedestrians. David indicated that there is some sidewalk work anticipated and he will ensure City staff are aware of this potential hazard.

At this point, David left the meeting with a reminder to everyone present to please call him with any issues. He then wished the group Merry Christmas and Happy Holidays.

Treasurer's Report

Leila reminded everyone that the Treasurer's Report will become a monthly agenda item.

At each meeting she will review, the Expense Reports prepared by the Executive Director for the recent special events,

Taste of Manotick - 2023 Budget \$26,000 Total Expenses \$22,952.00 - \$3048.00 Under Budget

Women's Day - 2023 Budget \$14,000 Total Expenses \$12,152.00 - \$1848.00 Under Budget

Christmas in the Village - 2023 Budget \$14,000 Total Expenses \$12,898.00 - \$1,102.00 Under Budget

In addition, Leila will review the monthly City of Ottawa budget reports on the BIA account held by the City of Ottawa.

And finally, Leila indicated her pleasure to present the Draft 2024 budget for the Board's consideration.

As our final expense report for December is not fully prepared, some of the figures are tentative at this time.

We anticipate a surplus for the 2023 operating year to be in the region of \$50,000. There were a number of pending projects that took longer than anticipated to complete, the Marketing/Branding campaign is one of the projects.

Some changes to note:

- Increase in audit fees
- Professional services includes guest speaker honorariums and strategic planning consultant
- Website/Rebranding carried over from 2023 budget
- Signage - Rebranding New Signage
- Under Seasonal Decor, the purchase of new self watering hanging baskets that will be refilled from the gardener's greenhouse and maintained by them. Manotick BIA will own them, more environmentally friendly and sustainable.

According the City of Ottawa a BIA can carry forward some of the surplus as long as there is intention to utilize these funds during the year.

The Executive Committee is delighted to recommend that in light of these unused funds, and for the 2024 year only, there be no increase in levy for members of the Manotick BIA. This is an unusual recommendation and we want to celebrate the good work being done by all members of the BIA and hold the membership fee at the 2023 rate.

We will need to have a motion on this item

Kris then requested a motion.

Motion to hold the annual BIA Membership Levy to the 2023 amounts for the budget year of 2024.

Moved by Shannon Guist, Seconded by Michelle Vandebosch

Carried

Leila then presented the Draft 2024 Manotick BIA Budget

Motion to accept and approve the Manotick BIA 2024 Budget as presented.

Moved by Laura Glaspar, Seconded by George Michalizin

Carried

Executive Director Report

Given that the meeting had gone on so long, agreed to provide the following written report for Board Members. Please contact Kelly for any follow up questions.

***Christmas in the Village - Event Summary**

I am still in awe about the success of Christmas in the Village last weekend.

I was amazed to see a record number of parade participants who marched, danced and even did some martial arts in the rainy weather.

And also to see the amount of spectators who put on their parkas bundled up their little ones and showed their festive spirit.

The tree lighting following the parade was equally as magical with carols being sung, people joined the carollers, holding hands, it was truly amazing and memorable.

Saturday did not disappoint either. The falling snow set the mood and the magic continued from there.

Santa and Mrs. Claus greeted people from young to old as they toured the village businesses.

A comment was made about the breakfast at Millers Oven and how it can only accommodate small numbers due to its capacity.

We will look at other options, one suggestion was Lunch with the Grinch.

Multiple Santa's and different looking Santa's is still an issue.

Hoping to get the Kiwanis on board with BIA Santa next year to keep everything consistent throughout the weekend.

Have met with ROSSS and YOMA about ideas for next year already.

We are going to form a Christmas in the Village committee with the various community groups to collaborate on the weekend's events as a whole, Kiwanis included.

I also will be reaching out to Manotick Place Retirement to see if we can have the cookie hunt on the Christmas in the Village weekend also in collaboration.

*For the next Manotick Messenger article, December 15th issue I spoke about the success of Christmas in the Village and how it's the Season of Giving, how supporting our small business community can have such a positive impact, and how Manotick is truly a small village with one big heart.

Thanks to Adam and Amanda for assisting with some suggestions.

We got excellent coverage on CTV News that night too, Jackie from CTV spent a lot of time in the village capturing most of the day's festivities. She also got some excellent coverage from patrons discussing how supporting local businesses is so important.

***The Light up the Village Decorating contest has kicked off**

12 businesses and 15 homes have entered the competition.

Judging will take place next week with winners being announced on December 21st.

Be sure to take a tour of the various homes and businesses and submit your vote for the People's Choice winner.

The map can be found on our website and the MVCA's website.

***Christmas Decor Update**

- Decorations and planters went up the last week of November in preparation for Christmas in the Village
- We went with wreaths for this year as those were what was available when the contract was signed
- In January we will be ordering for the 2024 season and the theme will be more winter focused, snowflakes, blue and white lighting
- We had some lighting challenges however most of them seem to be sorted out for now
- Christmas Decor Ottawa are regularly monitoring the light posts to make sure the decorations are on and functioning properly
- We have received many comments about the gateway decorations especially the Kiwanis Tree, it was a beautiful backdrop for the parade
- Thank you to Councillor Brown for assisting with the lighting issues

***Perth Street Banner Suggestion:**

- I have been in contact with the Perth BIA about their street banner
- A concern that was brought up was our narrow Main St and Sidewalks and the infrastructure of the sign
- Further investigating options but this may be a 2025 project
- It is a revenue source though that the Perth BIA rents out and uses to promote their events etc.
- People can rent it monthly

***Branding Update:**

- I sent around a document yesterday to the Board Members to jot down some thoughts, ideas etc to assist with preparing the Creative Brief for the branding
- You hand those documents to me before you leave if you are interested in contributing to the creative process
- The branding committee is meeting following today's meeting to further hash out the ideas for the brief
- In the New Year a focus group will be formed to go through the branding I will have more details about the focus group following today's meeting however one thing that was apparent was there is definitely a need for some male's to be part of the group as the branding committee are all female
- Once we have an approved logo in the New Year the rest of the branding will follow in the spring

***OCOBIA Breakfast:**

2nd Annual BIA and Ottawa City Council and Staff Breakfast Networking

The networking reception will take place at the Councillors Lounge on level 2 at City Hall December 13, 8:30 a.m. to 9:30 a.m.

City Council and staff have been invited formally to 'drop-in' during the hour

I did forward the invitation to the Board last week

Councillor Brown, Kris and I will be in attendance

This is definitely not mandatory but you are welcome to attend if you have any interest

***FedDev - New Tourism Grant**

BIAs can now apply for tourism funding from the Federal Economic Development Agency for Southern Ontario.

I am attending an information session about this next week and will provide further information at the next meeting

***Ottawa Tourism Benefits for BIAs and Business Members**

A handful of BIAs met with Ottawa Tourism to discuss how we can use their tools for our BIAs and BIA members.

All Ottawa Tourism memberships are FREE and businesses are encouraged to sign up to engage and tap into tourism related opportunities; including small venue hosting, food and beverage, retail, tours, etc.

I will include the registration information in my next newsletter next week.

I will also share the Company's Coming PDF with you so that you are best prepared to market and ready yourselves during events January - April, 2024.

Ottawa Tourism has created a program to teach and celebrate our city's dedicated front line staff to ensure our destination shines on long after our visitors have left.

I encourage businesses to register in the Shine On Academy - an interactive learning tool to teach frontline hospitality employees about tourism in Ottawa, customer service best practices, and more.

It includes four online courses that can be taken at your own pace, I will send more information in my newsletter next week

***Best Practices Session on HR by Bird Richard Employment Lawyer**

January 16, 2024, 11:00 a.m.

This virtual session is for BIA staff, Boards, and business members

Please join employment lawyer Vanessa Poirier of Bird Richard for a discussion on best practices in relation to hiring, managing employee performance, and termination.

This ZOOM presentation will provide an overview of the following:

implications of human rights legislation in the hiring process;

offers of employment and the cautionary tales of inducement;

employee performance and navigating progressive discipline;

And termination dos and don'ts

***Follow-up regarding event communications**

After our last meeting I followed up with the businesses who did not receive the communications about Women's Day

- Email addresses were correct in the directory
- Most of the issues aside from one seem to be spam related, all have been fixed now
- I followed up with these businesses to ensure they received the Christmas communications
- I will send out communications in the New Year with the dates for all of the 2024 events so everyone will have these in their calendars and will hopefully assist with keeping in the know
- Understandably this is a new process to assist with the administration of our events and hopefully businesses will understand the new processes for next year.

Committee Reports

Policy Committee

Kris presented two documents for review and approval.

1. Manotick BIA Procurement Policy

Motion to accept Manotick BIA Procurement Policy

Moved by Dot Janz, Seconded by Dianne Pritchard

Carried

2. Manotick BIA Code of Conduct Policy

Motion to accept Manotick Code of Conduct Policy

Moved by Michael Mirsky, Seconded by Dot Janz

Carried

Motion to adjourn

Motion to adjourn at 9:08a.m.

Moved by Dianne Pritchard, Seconded by Sarah Wright

Carried.