



Manotick Business Improvement Area

Minutes of the Board of Management Meeting

Black Dog Bistro

5540 Manotick Main Street

Manotick, Ontario

March 9th, 2023, 8:00am

Executive

Kris Gordon

Chair, (Ken Gordon Holdings)

Michelle Vandenbosch

Vice-Chair (Rebel Petal Design)

Directors

Dr. George Michaliszyn

Nin Collection Boutique

Dianne Pritchard

Just Imagine Transitions

Kyra Gillis

Mansfields Shoes

Amanda Cameron

North Station Provisions

Sarah Wright

The Wright Team

Dot Janz

Black Dog Bistro

Darpan Ahluwalia

Manotick Natural Market

Councillor David Brown

City of Ottawa

Directors Attending through ZOOM

Adam McCosham

Manotick Home Hardware

Michael Mirsky

Landlord

Shannon Guist

Salvaged

Executive Director

Kelly Belair

Regrets

Leila Hojabri	Desjardins Financial
Laura Gaspar	692 Coffee and Bar

Guests

Melissa MacIsaac	ROSSS
Dr. Natalie Pond	Manotick Health and Wellness
Stephanie Bousquet	Manotick Nursery School
Leanne Vanderburgt	YOMA
Gary Coloulombe	Manotick Messenger
Paige McDonald	Watsons Mill
Sheila Stewart	Manotick Office Pro
Nicole Rosenfeldt	Royal Lepage Team Realty

Kris Gordon, Chair of the Board, welcomed everyone to the meeting and thanked Dot Janz for once again hosting the meeting and providing refreshments.

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

In addition, Kris acknowledged International Women's Day (s) and expressed his appreciation and respect for the strong, dedicated women that he is proud to work with on this Board.

1.Call to Order

Meeting was called to order at 8:06a.m.

Moved by Michelle Vandenbosch, Seconded by Dot Janz

Motion Carried

2. Approval of Agenda

Motion to approve the Agenda

Moved by Michelle Vandebosch, Seconded by Dianne Pritchard

Motion Carried.

3. Approval of Minutes

Three corrections were noted for the minutes of February 10.

Spelling of Stephanie Bousquet (not Boisvert)

Spelling of Wendy Richards (not Richardson)

Spring Fling...The minutes of February 10th indicated that flowers would be provided “at cost” as swag for attendees at the event. Please note flowers will be provided through Rebel Petal in the most cost effective way..

Motion to approve the minutes as amended

Moved by Michelle Vandebosch, Seconded by Sarah Wright

Motion Carried

4.Chair’s Report

Kris Gordon, Chair of the Board, once again reiterated his welcome to everyone.

*There are no Conflict of Interest declarations at this time

*Reminder, the meeting with the Integrity Commissioner is mandatory on April 3rd, 2023 – 3-4p.m.

*There is a requirement to acknowledge (through a motion) the Board of Management elections held at the AGM.

Therefore...motion to approve the election of Officers and Board Members at the AGM held on November 23rd, 202 at the Manotick Legion.

Moved by Dot Janz, Seconded by Dianne Pritchard

Motion Carried

*It is necessary to acknowledge “seats filled” at each Board Meeting. All Board members are encouraged to attend in person meetings. Attendance at these meeting by ZOOM is acceptable when necessary.

5.Executive Director Report

***Spring Fling**

Plans are proceeding for the first annual Spring Fling on Saturday April 29th.

The Legion has been booked for a “Professional Services” display. This will provide an opportunity to increase the profile of the many businesses in Manotick that might not have a retail component.

The United Church has been booked for speakers throughout the afternoon. The list of speakers is currently being compiled.

Logo/Branding for the event is underway.

The events committee will meet upon Kelly’s return from vacation to continue to work on details and will report back at the next Board meeting on April 14th.

***Dickenson Days June 2,3rd 2023**

Dickenson Days is run by the Kiwanis of Manotick. The Manotick BIA traditionally supports the event promoting it through the BIA website and through local businesses advertising through information sharing i.e. brochures etc, and through participation at the event in terms of sidewalk sales etc. Leanne Vanderburgt will report back to Kelly on further planning details after the Dickenson Days planning committee meeting in March.

***Office Space**

The office space that was discussed at the previous meeting is not going to work out. Kelly continues the search for office space and will report back at the next meeting.

***Ontario OBIAA Conference April 2023**

Traditionally, the Executive Director attends this annual conference. The Board supports this attendance through \$1200.00 conference registration. This year the conference is being held in London, Ontario from April 16-19, 2023. There will be additional costs in terms of transportation, accommodation and meals. Kelly is seeking approval for additional funding to support this. The funds are available through office rental funds which are not being utilized and the contingency fund. It is estimated that the additional funds required are in the region of \$2,500.00

Motion to approve additional funding of \$2500.00

Moved by Michelle Vandebosch, Seconded by Amanda Cameron

Motion Carried

***OBIAA CRM tool**

The OBIAA has developed an online Client Relationship Management tool to support the work of BIAs in Ontario. It is currently being piloted by a number of BIAs in the province including Westboro BIA. It has been highly recommended by the BIAs currently using it. It is an intuitive management tool which will support the understanding of the analytic data for each BIA, detail the demographic of business owners, manage membership details, assist in the distribution of newsletters, mailings etc. The tool will pay for itself as it keeps track of everything, rather than a manual approach through spreadsheets as is currently used.

The cost is \$550.00 per year.

Motion to approve purchase of the OBIAA CRM tool at an annual cost of \$550.00

Moved by Darpan Ahluwalia, seconded by Michelle Vandebosch

Approved by majority of the Board, opposed by George Michaliszyn,

Motion Carried

***Taste Ottawa-Information item**

This is a brand new initiative being spearheaded by the Parkdale and Bank St. BIAs. It will launch at the Tulip Festival and will highlight eateries and restaurants. There is a proposed fee of \$150.00. Kelly will continue to seek out further information on the event.

***Watson's Mill Board**

Kelly has resigned her position on the Watson's Mill Board. There is an open position for a representative of the BIA to assume this position.

Anyone interested should contact Paige McDonald

***Boundary Expansion**

There is an opportunity to expand the existing boundaries for the BIA.

City Council has an application process underway to extend the boundaries for individual BIAs. There is some funding available in the amount of \$7,500.00 to support BIAs who apply and are approved.

There will be a requirement to form a committee with the current board and at least one representative from the new businesses to ensure a streamlined approach to implementation as regards to levies, advertising etc.

Application due March 31st, Decisions April 15th, Funding available April 30th, Initiative underway June 30th.

There was considerable discussion on the historic issues surrounding the current boundaries, and the significant advantages to participating in this boundary review.

After discussion, it was agreed that Kelly will proceed with completing the application for submission at the end of March.

The Board further agrees to continue this discussion at the next meeting and that the application submission does not necessarily indicate that the expansion of the boundaries will proceed.

Kelly will investigate further to determine exactly where the boundaries should change...i.e. Bridge St and Mitch Owens, Bankfield Rd etc.

Motion to approve application process as outlined above.

Moved by Amanda Cameron, Seconded by Sarah Wright

Motion Carried

***Community/Home Based Businesses Levy**

Currently the Associate Levy for the Manotick BIA is \$500.00.

A question has been asked if this is an appropriate levy for home based businesses. This levy entitles members to attend BIA meetings without voting privileges.

After discussion, the Board agreed (through a show of hands) to maintain current Associate Members levy at \$500.00

***Beautification/Banners**

There are some issues surrounding the replacement of the current winter banners with new banners. The previous spring banners are in very rough shape. There are 140 banners. Winter banners will be taken down on April 1st. Given that the rebranding process is underway for the BIA, Kelly is recommending that the Board does not proceed with production of new spring banners until after the rebranding/graphic design process is complete.

This could well mean that there will be a gap in banners being displayed through the spring, prior to the flower baskets going up.

Once the rebranding process is complete, Kelly has found an new local supplier who can produce the banners on a much more durable fabric, provide a quick turnaround, and will also assume responsibility for putting them up and taking them down. This supplier is currently being used by Barrhaven BIA.

Kelly is requesting support to further investigate the new supplier and Board agreement to delay production of the spring banners till the rebranding process is complete.

Board approved both requests through a show of hands.

Further note on this issue...the Legion is proceeding with the production of one dozen banners for Remembrance Day. These banners will go up in the fall and remain up until after Remembrance Day.

The BIA will support the Legion on this project through assistance with putting the banners up and taking them down.

6.Website Committee Update

Michelle thanked Sarah for hosting the first meeting on Feb 16 at the new offices.

The committee has brainstormed new ideas. The new website will be more colourful, dynamic and exciting. The committee will meet again on April 18th. If anyone has feedback or suggestions please speak to Michelle, Sarah, Kelly or Amanda.

7.Councillor David Brown

Councillor Brown reiterated the importance of attendance at the Integrity Commissioner's Meeting on April 3rd.

Councillor Brown reported on the truck issue on Main Street.... Traffic planners are working on the issue to eliminate the trucks....apparently an agreement was signed with Minto to divert the trucks through Phase 1 on the project which has concluded. Planners are working on an agreement to cover the additional phases of development.

Councillor Brown also thanked Dot Janz for the hospitality and yummy treats.

Councillor Brown indicated that there are plans to improve the sidewalk situation as requested. There are funds set aside for this project and he hopes to be able to report back at the next meeting.

8.New Business

No new business at this time

9. Adjournment

Motion to adjourn 9:06a.m.

Moved by Michelle Vandebosch, Seconded by Darpan Ahluwalia

Next Meeting Date

Friday April 14th, 2023 8:00a.m.