



## MANOTICK BUSINESS IMPROVEMENT AREA

### MINUTES OF THE BOARD OF MANAGEMENT MEETING HELD AT THE BLACK DOG BISTRO, 5540 MANOTICK MAIN ST, MANOTICK, ONTARIO FEBRUARY 10, 2023, 8:00 A.M.

#### **Executive:**

Kris Gordon	Chair (Ken Gordon Holdings)
Michelle Vandembosch	Vice Chair (Rebel Petal Design)
Leila Hojabri	Treasurer (Desjardins Financial)

#### **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
Laura Glasper	692 Coffee and Bar
Adam McCosham	Manotick Home Hardware

#### **Executive Director:**

Kelly Belair

#### **Regrets:**

Shannon Guist	Salvaged
Michael Mirsky	Landlord
Councillor David Brown	Councillor, City of Ottawa

#### **Guests:**

Sheila Stewart	Manotick Office Pro
Leanne VanderBurgt	YOMA
Gary Coulombe	Manotick Messenger
Josh Stanley	Manotick Martial Arts
Stephanie Boisvert	Manotick Nursery School
Nicole Rosenfeldt	Royal LePage Team Realty
Irene Staron	MVCA
Melissa MacIsaac	ROSSS

### **1. Call to Order**

Meeting was called to order at 8:09am

Moved by Michelle VandenBosch

Seconded by Dianne Pritchard

Motion carried

### **2. Approval of Agenda**

Moved by Michelle Vandenbosch

Seconded by Laura Glasper

Motion carried

### **3. Chair's Report**

Kris Gordon welcomed everyone to the meeting and thanked Dot Janz for hosting the meeting and providing coffee and delicious scones.

\*There are no Conflict of Interest declarations at this time.

\*Kris reviewed the Absentee Policy with the attendees:

If a Board Member misses either:

Three consecutive meetings or four meetings in a twelve month period, the membership on the Board will be deemed to require review.

\*Good news...Kris has been informed that there are a number of representatives from local businesses looking to become involved on the Board in the future.

\*The Integrity Commissioner Presentation on April 3<sup>rd</sup> 2023 from 3pm to 4pm is mandatory for all Board Members.

### **5. Executive Director's Report**

\*Christmas Décor

Kelly has received one proposal as a result of the RFP. She anticipates that there will be two more proposals. The first quote is well within the budget, so Kelly is feeling very positive about the process.

Once all the quotes are in, the Board will be informed and involved in the decision process.

A discussion followed regarding the disposal of the current wreaths which are being stored by Ken Gordon Holdings. (Thank you Kris)

Many of the wreaths are beyond recovery and should be disposed of. Board members expressed hope that some of the wreaths which are in better condition might be shared with others in the community.

This was agreed to by a general show of hands.

\*Graphic Design

Since the website update is going to RFP and graphic design is a significant part of website refresh it was brought forward that graphic design also be included as part of a brand update.

Board approval through show of hands to proceed with RFP for Graphic Design refresh.

\*Brochure

The development of a new brochure, will be delayed until RFP is completed for the graphic design contract.

\*New BIA Office Space

Space has become available in the former Royal LePage building across from the Royal Bank. This location will provide adequate office space for Kelly (Executive Director). The rent is well within the budget and includes office furniture. Tentative move date is this summer.

\*Digital Media Update

Kelly has met with Sharilynne Starkey to review all aspects of the BIA Social Media.

She is satisfied that they are doing a good job with promotions and staying in touch with the community.

\*OCOBIA

Michelle Groulx, Executive Director of OCOBIA agrees that there is a need for a rural and urban BIA which would better represent the local rural areas. She will endeavor to solicit support for this from the Mayor and Councilors.

\*Spring Fling

Kelly presented a detailed outline on the proposed Spring Fling.

See attached

After significant discussion the following additional points were raised:

In addition to digital media and passports, many businesses continue to require hard copies of media for their customers.

The event will focus on inclusivity, not just women. There will be events/activities for all members of the community including children.

The event will focus on both experiential activities and shopping.

Cooking demos, painting workshop, high tea etc. etc.

It is too late to provide swag. Rebel Petal will provide flowers at cost.

General agreement that the “Spring Fling” planning proceed with the help of a planning committee. The purpose of the committee will be to plan and co-ordinate the April event and to review long term events planning.

Committee Members will include: Laura Glasper, Kelly Belair, Dianne Pritchard, Darpan Ahluwalia, Stephanie Boisvert, Leanne VanderBurgt and Nicole Rosenfeldt

\*Digital Media Event

OCOBIA is offering an opportunity for Manotick BIA to be featured in their digital media. The feature should focus on a “signature event” for the BIA. General agreement through show of hands that the signature event be “Taste of Manotick”

Kelly will follow up.

## **6. Website Update**

Michelle Vandebosch will host the first website committee meeting on Tuesday February 14<sup>th</sup> and will report back at the next BIA meeting.

Committee members will include Amanda Cameron, Sarah Wright, Kelly Belair, Sherry Lynn Starkey.

## **7. Councillor David Brown**

Councillor Brown was unwell and unable to attend the meeting.

## **8. New Business**

\*Dot Janz

Dot shared a thank you note received from Wendy Richardson. Wendy acknowledged with gratitude the work of Councillor David Brown on her behalf. She indicated that he had connected with her and was actively pursuing solutions on her behalf.

\*Laura Glasper

Laura initiated a discussion on possible beautification efforts on Main Street. There was general consensus that Main Street is too narrow to pursue widening sidewalks etc, However, Street Beautification is a priority for the Executive Director. Some initiatives under consideration are Pride Painting on the street, Veteran Banners (being investigated for installation in September till after November 11th.

\*Adam McCosham

Adam raised the issue of uncertainties surrounding use of “Manotick Money”. This raised a number of questions and discussion around the table. These include: How much goes to each event, how can businesses access the “money”, should all participating businesses have a sticker on the door....do they currently, can there be an incentive for businesses to purchase at reduced rate...i.e. by for \$20.00 sell for @25.00?, why is there an expiry date....should it removed?, can there be a digital code...is this feasible?, are there any redemption stats?

In response to these issues Kelly will research and report back at the next meeting.

\*Irene Staron

Irene expressed gratitude to BIA members for support for Shiverfest.  
If anyone has feedback on the event, please direct it to her.

## **9. Adjournment**

Motion to Adjourn 9:09 am

Moved by Michelle Vandebosch

Seconded by Dianne Pritchard

Motion Carried.

Next Meeting Date **Please note change in date**

Thursday March 9<sup>th</sup>,2023 8:00am