



Manotick Business Improvement Area, Board of Management Meeting

Thursday March 7<sup>th</sup>, 2024, 8:00a.m.

Royal Canadian Legion, Manotick Branch 314, 5550 Ann St. Manotick

### **Welcome and Call to Order**

Motion to call to order at 8:05a.m.

Moved by Michelle Vandebosch, Seconded by Michael Mirsky

**Carried**

### **Approval of Agenda**

Motion to approve the Agenda.

Moved by Laura Glasper, Seconded by Michelle Vandebosch

**Carried**

### **Approval of Minutes of February 8<sup>th</sup>, 2024**

Motion to approve the minutes of February 8<sup>th</sup>, 2024.

Moved by Amanda Cameron, Seconded by Shannon Guist

**Carried**

### **Roll Call**

The Chair conducted a Roll Call for Board Members

#### **In Attendance**

Kris Gordon, Chair

Ken Gordon Holdings

Michelle Vandebosch, Vice-Chair

Rebel Petal

Laura Glasper

692 Coffee and Bar

Amanda Cameron

North Station Provisions

Dot Janz

Michael Mirsky

Shannon Guist

Kyra Gillis

George Michaliszyn

Leila Hojabri

Sarah Wright

**Board Members Regets**

Adam McCosham

David Brown

Dianne Pritchard

**Board Members Absent**

Darpan Ahluwalia

**Manotick BIA Staff**

Kelly Belair

Evelyn Ashworth

**Members at Large**

Melissa MacIsaac

Debbie Mulvihill

Evelyn Metcalfe

Sheila Steward

Gary Coulombe

Irene Staron

Stephanie Bousquet

Natalie Pond

Rosanne McNamee

**Guests**

Lissa Constantine

Marion Martel

Black Dog

Landlord

1134 Mill St

Mansfield's Shoes

Nin Collection

Desjardins Financial

The Wright Team RLP

Home Hardware

City of Ottawa, Councillor

Just Imagine Inc.

Manotick Natural Market

Executive Director

Admin Assistant/Marketing

ROSSS

Kiwanis

Manotick Place/Miller Apts

Manotick Office Pro

Kiwanis

MVCA

Manotick Nursery School

Manotick Health and Wellness

Hearing Freedom

Bird Dog Designs

University of Ottawa

## **Guest Speaker Presentation by Marion Martel, University of Ottawa**

Kelly Belair introduced Marion Martel, Community Health Ambassador.

Marion distributed a brochure and then delivered a presentation with 5 key messages about the importance of Heart Health.

Please find a copy of Marion's points at the end of these notes.

## **Chair's Report**

Kris thanked Manotick Place for the yummy treats and 692 for their excellent coffee.

### **Conflict of Interest Declarations**

There were no Conflict of Interest declarations.

### **Sign in Sheets**

Kris reminded everyone to sign in

### **Monthly Meetings**

Over the last couple of months there have been some changes as the executive worked to find a suitable day of the week and location for meetings. Effective April 12th, the Manotick Board of Management meetings will be held on the second Friday of each month at the Manotick Legion.

### **Distribution of Board Information**

Kris explained the process for dissemination of information to Board members and the community.

All Board members will receive a copy of the agenda prior to each meeting, The agenda will also be posted on the website.

After each meeting, Board members will receive a copy of the DRAFT minutes. Upon approval at the next Board meeting, the minutes will then be posted to the website.

As the Board moves towards paperless meetings, copies of the agenda and minutes will not be distributed, but rather will be displayed on the power point presentation for each meeting.

### **Appointment of Treasurer**

Kris announced that Laura Glasper, has accepted the role of Treasurer.

Kris and the Board congratulated and expressed appreciation to Laura for stepping up and assuming the Treasurer position.

Kris then thanked Leila Hojabri for her work Treasurer over the last few months and for remaining in the position until a new treasurer was appointed. Kris also acknowledged and thanked Leila for continuing to support the BIA as a Board member.

### **International Women's Day**

Kris acknowledged that Friday March 8<sup>th</sup> is International Women's Day.

Kris expressed his appreciation for the women around the Board table and the professionalism they demonstrate every day.

### **Strategic Plan Update**

Tabled until the board meeting on May 10th.

## **Treasurer's Report**

Kris presented the Treasurer's Report. Laura will assume this role for the next meeting.

Kris explained that the City of Ottawa prepares a budget report for the BIA. This report is often delayed and currently the most recent report is from December 2023. The Treasurer will continue to present these reports at each meeting.

As of December 2023, the Manotick BIA is showing a surplus of \$73,752. In response to questions, Kris explained that the Executive Committee working with the Executive Director kept expenses down during 2023, given the uncertainties surrounding Board expenses. The Executive Director operated on a frugal approach to expenses.

Kris further explained that the city is comfortable with the BIA budget for 2024.

## **Executive Director's Report**

### **Spring Fling**

Plans are well underway for the Spring Fling being held on April 8<sup>th</sup>, 2024.

This year the Manotick BIA will be co-ordinating with the Manotick Art Association. Both the BIA Spring Fling and Manotick Art Association Inspiration Show and Sale will happen on the same weekend.

There will be cross promotions for both events.

Fiddles on the Rideau will be involved in both events to promote their upcoming festival.

The Executive committee is recommending that the BIA provide \$10.00 in Manotick Money to everyone who purchases artwork on the Saturday. These Manotick Money certificates will be specifically targeted to be used on the day of distribution, meaning they will only be good for the Saturday and can be used in any of the Manotick businesses.

There was considerable discussion amongst the Board members surrounding this initiative with great support being expressed. The Board will be encouraging all Manotick businesses, retail and restaurants to consider the Manotick Money initiative while promoting their own specials for Spring Fling!

Fiddles on the Rideau will be involved in both events to promote their upcoming festival.

MAA would very much love to have a business sponsor a vernissage as part of the show if anyone is interested, please connect with me.

Some additional exciting news regarding Spring Fling....the new "Branding" will be launched as part of the advertising for Spring Fling

More about the “Branding” in the reports later in the agenda.

### **New Administrative Assistant/Marketing**

Kelly introduced Evelyn Ashworth who started with the BIA two weeks ago. Evelyn has proven to be an enormous asset to Kelly and the operation of the BIA.

We had over 250 applicants apply for the position which we shortlisted to 4 candidates who were interviewed.

Evelyn has hit the ground running in her first few weeks with us.

We have combined the assistant role with the marketing coordinator role. Evelyn is in the process of doing a marketing audit of our social media accounts and has been an asset with collaborating with our designer Lissa on our rebranding.

You will no doubt see Evelyn in the next few weeks as we start promoting Spring Fling.

Evelyn’s email address is [hello@manotickvillage.com](mailto:hello@manotickvillage.com)

### **Vacation**

Kelly be on holidays from March 28<sup>th</sup> to April 6<sup>th</sup>. Evelyn will be monitoring the phone and emails.

## **Councillor David Brown’s Report**

As David was unable to attend the meeting, along with his regrets he notified Kelly that at this time there are no updates on the Lamp Post Painting project...and City staff are aware this is a priority.

## **Committee Reports**

### **Policy Committee**

Kris briefly introduced the policy committee work and explained that due to the time restraints for this meeting, the procurement policy will be voted on electronically.

All Board members received the “draft” policy electronically.

### **Branding Committee**

Kris invited Sarah Wright to present the report for the Branding Committee.

Sarah introduced Lissa Constantine from Bird Dog Designs who worked with the Branding Committee to develop the new logo and marketing material, The Branding Committee chose one design for presentation to the Board. Lissa explained how the design was developed using the background information on the historical nature of Manotick Village. Lissa used a special typeface, purchased for this purpose.

The stylized M with the background of Watson’s Mill provides the Heritage aspect. The design is both versatile and yet will be easily recognised as Manotick.

Towards the end of the design process, Evelyn was able to provide the rationale behind the design. Please find this rationale below at the end of the notes.

There was considerable discussion and enthusiasm for the new design.

As a result of the discussion, there was a motion presented to support the implementation of the new design effective immediately and through Spring Fling advertising.

**Motion to Approve the new Manotick BIA Logo.**

Moved by Sarah Wright, Seconded by Laura Glaspar,

**Carried** with one abstention: George Michaliszyn

**Motion to Adjourn at 9:08**

Moved by Michelle Vandenbosch, Seconded by Amanda Cameron.

**Carried**

**Next Meeting Date**

**Friday April 12<sup>th</sup>, 2024**

**8:00a.m. Manotick Legion.**

