



**ED REPORT**  
**March 21, 2025**

Strategic Pillar	Items to Report
<p><b>Promotions and Events</b></p>	<p><b>EVENTS:</b></p> <ul style="list-style-type: none"> <li>• Upcoming Events:           <ul style="list-style-type: none"> <li>○ Apr 26 - Spring Fling</li> <li>○ Apr 29 – Ottawa Police CamSafe Launch Event</li> <li>○ June 6,7,8 – Dickinson Days</li> </ul> </li> <li>• Spring Fling           <ul style="list-style-type: none"> <li>○ Continued collaboration with Manotick Art Association’s Inspirations Art Show &amp; Sale</li> <li>○ Art/Spring Theme</li> <li>○ Community Art Project</li> <li>○ Digital Art Walk featuring Art Show &amp; highlighting various artists throughout the village</li> <li>○ \$10 of Manotick Money in digital form will be offered to those art show patrons who visit one of the participating businesses that weekend.</li> <li>○ Art Lounge at the Legion will include face painting, colouring contests, and digital caricaturist</li> <li>○ Jump 106.9 &amp; Boom 99.7 will be on site</li> <li>○ Encourage businesses to complete the registration form that was circulated as soon as possible so we can include you on the website, as part of the art walk and Manotick Money promo</li> <li>○ Please share the SF posts through your social channels</li> <li>○ We have hired a window artist to paint store front windows with the Spring Fling logo and flower theme, please let me know if you are interested in having this done</li> <li>○ Because of the state of everything in the world currently the message on all marketing will be support our local businesses</li> </ul> </li> </ul> <p>Dickinson Days</p> <ul style="list-style-type: none"> <li>○ Promo will be launched at Spring Fling</li> <li>○ Members can participate in the parade, by having a sidewalk sale or by participating in the Dickinson Day Craft Fair</li> <li>○ Looking for sponsors</li> </ul>

	<p>Taste of Manotick</p> <ul style="list-style-type: none"> <li>○ Planning will start in April</li> <li>○ Biggest event – Need support from our members</li> </ul> <p><b>Marketing Coordinator Position:</b>  Evelyn left to pursue a full-time opportunity with Ottawa Tourism. We wish her the very best in her future endeavors.  Tim Wasylo has been hired to fill the position in the interim.  Over the next months I will be evaluating what the best direction will be for this position and the plans for continuity in the position.  A part-time position is always difficult to staff.  Tim is away this week; you will see him out and about in the village next week.</p> <p>Promotions:  Launched International Women’s Month with some informal Tick Talk Chats with female entrepreneurs. Those chosen were named by their peers on our socials.  The first chat was with Dot from the Black Dog, it went viral with close to 19,000 views. Caroline Chapmen from Green Spirit, Christine McGahey from Lollies &amp; Scoops were also featured. We will be closing the month with discussions with Kyra Gillis, Alina Sauve from Black Forest Tattoo, Darpan from Manotick Health &amp; Wellness, Emma from White Clover and Coach Kay from Jamfit.</p> <p>During these chats we have also been featuring other female entrepreneurs that these women support in their businesses as well as Canadian or local products that they offer</p> <p>We will continue the small business big hearts, love local campaign for the next while. I have window clings from the city for you to take today. OCOBIA, OBIA and the City are all working together to support our business owners during this time.  We will be launching a tool kit for business owners in the next weeks.</p> <p>A marketing report with metrics will be provided with the minutes.</p>
<p><b>Beautification and Streetscape</b></p>	<ul style="list-style-type: none"> <li>● Current banners will be removed next week to make repairs and freshen up and will be reinstalled for Spring Fling</li> </ul>
<p><b>OCOBIA</b></p>	<ul style="list-style-type: none"> <li>● Eliminated the full-time ED position</li> <li>● Have hired a consultant to work on a better strategy for OCOBIA moving forward</li> <li>● A plan will be rolled out in the next few months</li> </ul>

<b>YOMA</b>	<ul style="list-style-type: none"> <li>• The board has approved supporting YOMA annually with \$1000 sponsorship to use how they wish</li> <li>• Last year the MBIA was the lunch sponsor for their golf tournament, a sponsorship that is normally \$1500. I would like to put a motion forward to increase the sponsorship to \$1500.</li> </ul>
<b>Members/ Associate Members</b>	<ul style="list-style-type: none"> <li>• We welcomed Rideauview Clinic, Circle of Care Therapy, Hair Cove and the Skin Spa, all are in the building across the street from RBC. Manotick Heating &amp; Cooling is opening in the Terra Plants location. The Heist is opening soon in the Vault location.</li> <li>• KIDS MD has opened on Tighe St.</li> <li>• As Kris mentioned, Michelle is retiring</li> <li>• Sarah from Manotick Farm Flowers who has been working with Michelle for the past year is taking over the Rebel Petal Main St. space</li> <li>• Another therapy clinic is opening in the Menard Law Building</li> <li>• Coldwell Banker has sold their building</li> <li>• Rona Manotick has joined as an Associate Member</li> <li>• Back on Track Physiotherapy will also be joining</li> </ul>
<b>OBIA Conference</b>	<ul style="list-style-type: none"> <li>• Attending the OBIA Conference in Collingwood the week after next</li> <li>• Will report on all things conference related at the next meeting</li> </ul>