



ST-JOSEPH

**THE HEART OF ORLÉANS BIA
LA ZAC LE COEUR D'ORLÉANS**

ANNUAL DRAFT GENERAL MEETING MINUTES (draft)

Wednesday, 30 November 2016 | 6:00 pm

Holiday Inn Express & Suites—Ottawa East OrLéans | 500 Brisebois Crescent | OrLéans

In Attendance:

Curd Hos (Board Member), Hostyle Conditioning
Julie Pangilinan (Board Member), Moksha Yoga OrLéans
Pascale Bazinet (Board Member), Desjardins Caisse Populaire Trillium
Renée LeBlanc (Board Member), Moveo Sports and Manual Physiotherapy
Stéphanie Larente (Board Member), Dominion Lending
Bob Monette, Deputy Mayor and Councillor for OrLéans Ward
Jody Mitic, Councillor for Innes Ward
Henry Gravelle, Office of Bob Monette
Jasmine Brown, Executive Director
Tannis Vine, Assistant
Véronique Boileau
Dara Burry
Martin Charron
Sean Crossan
Rachel Crossan, MP Andrew Leslie Office
Trèva Cousineau
Eric Deschamps
Nicole Fortier
Lucie Halle
Samantha Hart
Jamie Hurst, City of Ottawa
Val Jensen and guest
Roberta Kay
Hanaa Khadaj
Claire Lajeunesse
Maximillian Moskal
Trefor Munn Venn
Caroline Obeid
Nick Papatzimas

Lillian Paul
Perry Paul
Lana Pisetka
Stella Ronan
Fred Sherwin
Abigail Sweet and guest
Donna Roney

Absent with Regrets:

Julie Perrier, Al Jue Ask 4 (proxy)
Andy Ives, School of Rock (proxy)
Mark Steele, OCCO Kitchen (proxy)
Jason Bellefleur, Bellefleur Physiotherapy (proxy)
Kim Ziebell, Royal LePage (proxy)
Charanjit Singh, Rangoli's (proxy)

It was determined that there was quorum, confirmed by Julie Pangilinan, and the Annual General Meeting of the Heart of Orléans BIA was called to order at 18:32.

1. Welcome & Opening Remarks

Curd Hos (Chair) welcomed BIA members and guests to the meeting. The Board of Management was introduced, and it was noted that this Board works very well together, respects one another, and is committed to making a difference in the St-Joseph district.

2016 was characterised as year of Change, Festivals and Community. The Chair reflected on his most powerful moment this year, sitting with his family at Ribfest and watching the community, where we live and work, come together which was very symbolic of the Board of Management working together building becoming a strong, unstoppable team this year.

The BIA successfully implemented a Summer and Winter Marché this year and will continue to build on this next year as a means to attract people to our district.

Lastly, the BIA has built a strong partnership with the Orléans Chamber of Commerce bringing in the speaker for two of the Business for Breakfasts and offering BIA members the member rates. We expect to strengthen this partnership further as we head into 2017.

Councillor Bob Monette reflected on the accomplishments of the BIA over the last year and thanked the Board and BIA. The Ribfest event was a huge success and definitely put Orléans on the map for festivals. Lots of good things are coming to Orléans including Ribfest 2017 plus another large festival in the spring. Festivals improve the economic development and bring the community together. Councillor Monette agreed that the BIA has accomplished many good things in 2016 and is looking forward to even more in 2017.

Councillor Jody Mitic echoed Councillor Monette's comments.

2. Approval of Agenda	MOTION-2016-51	Motion by Pascale Bazinet 2 nd by Stephanie Larente Approved
3. Approval of AGM Minutes, held on 17 November 2015	MOTION-2016-52	Motion by Julie Pangilinan 2 nd by Renée LeBlanc Approved

4. Annual Report, Board of Management

Jasmine Brown, Executive Director, presented the Annual Report (Appendix A).

The BIA experienced many changes in 2016 - adding a Ribfest, a new weekly Marché and a partnership to a year that was already planned out. At the Board's most recent Strategic Planning session, it was determined that the BIA was able to see opportunities as they arose, adjust, and still achieve overall goals for the year.

2016 overall goals were:

- Raise the profile of the district
- Engage a broader range of BIA members and the business community
- Create powerful opportunities to connect.

Overall objectives of the BIA are:

- Speaking with one common voice to promote the area as a district
- Advocate on behalf of members
- Make improvements to the built environment

All with the objective of improving the economic strength of the district.

Reporting on the key pillars of the BIA for 2016:

Strategy & Governance:

The Board undertook a strategic planning session in November, designed to assess the organization's progress since last November's planning session and to map out strategic priorities for 2017 with a strong focus on building relationships, advocacy and promotion, beautification and special events. We have also improved the Annual Report to ensure transparency and this was a very strong year for many partnerships including that of the Orléans Chamber of Commerce.

Advocacy & Engagement:

Accomplishments included a new Welcome/Membership Package given to new and existing members. The BIA also continues to advocate on behalf of its members to all levels of government.

Recruiting & Retaining Members:

Developed a “Business Ambassador” program in addition to the “Associate Membership” program to encourage collaboration along the boulevard and attendance at committees and events. “Win this Space” initiative winner will be announced by the end of the year. Members Only Portal is also almost complete where members can update their own information online and gain access to some business tools.

Marketing & Promotion:

Community engagement has doubled this year, with social media “likes” increasing by 50 percent. With a large social media push, the top 10 posts reached over 70,000 people. Another exciting accomplishment in 2016 was launching a new eMagazine, which is scheduled to go out in December. It will include a message from the Executive Director, calendar of events, personal stories behind selected BIA businesses, and will have advertising opportunities.

Streetscape & Beautification:

In spring 2016, the BIA submitted a \$15.2 million federal budget request for a complete street concept for the district. The BIA has a long-term strategic plan for streetscape and continues to propose it to all levels of government. We hosted an annual Clean the Capital event, and the BIA became a member of the “Communities in Bloom” program. The BIA is seeking community partners work on streetscape and beautification. The BIA also undertakes graffiti removal, a street banner program, and seasonal lighting.

Special Events:

The BIA participated in over 20 community and business events throughout 2016, Orléans Ribfest and the Orléans Marché being the largest, by far.

Ribfest was a new event this year in partnership with Councillor Bob Monette and the event organizer. The BIA invested \$15k into the event and provided the Kid Zone, and partnered with several local businesses. The event brought 16,000 people to the Heart of Orléans over the three days.

The Heart of Orleans Marché was held over the summer for 16 weeks and over 40 vendors participated this year with approximately 20 at each market. There was also a first Winter Market with about 30 Vendors participating on November 26th.

Priorities for 2017 include:

- Build on the successes of events in the district, with a focus on vibrant festivals and event.
- Refining the BIA’s messaging with a “clear, powerful voice” that would enable each BIA business member, as well as the Board, to speak about the benefits and goals of the BIA.
- Continue activities to enhance member engagement. In 2017 the BIA will introduce an ambassador program, with the goals of welcoming new businesses, and encouraging more engagement with the BIA.
- Build on strategic partnerships in the community.

5. Budget items:

Pascale Bazinet (Treasurer) presented the financial items:

A) Information Item: Financial Statement and Auditor's Report for 2015 (page 6 of BIA Annual Report). The BIA ended 2015 with a surplus of \$89,561. An independent third party audit by Ernst & Young found that the BIA's financial statements were presented fairly and in accordance with Canadian accounting standards. Copies of the Auditor's Report were made available to BIA members.

B) Information Item: Annual budget 2016: The Treasurer guided attendees through the annual budget for 2016 and Year to Date spending to the end of September. The BIA will have a surplus for 2016 as well.

C) Annual budget 2017 (Appendix B): The total budgeted revenue using the surplus will be \$251,000. There is no change to levy amount and some of the surplus will be used for 2017 activities. This has been approved by our Board of Management and will go to City of Ottawa Council approval.

Motion to approve the Heart of Orléans BIA Budget for 2017, and forward it to City Council for approval

MOTION-2016-53

Motion by Stephanie Larente
2nd by Julie Pangilinan
Approved

6. Edits to Operating Guidelines (see Appendix C)

There are minor edits required to the Operating Guidelines that were originally developed in 2014. These were made available to our members via emails and on our website.

Motion to approve the minor amendments to the Operating Guidelines

MOTION-2016-54

Motion by Renée Leblanc
2nd by Pascale Bazinet
Approved

7. New Business

Curd thanked the BIA office and board members again for their hard work this year and encouraged people to enjoy some refreshments and network after the meeting.

8. Motion to Close, 7:07 pm

MOTION-2016-55

Motion by Curd Hos