Agenda – Executive Policy Committee – July 8, 2015

REPORTS

Item No. 3 Name Change – Osborne South Business Improvement Zone to South Osborne Business Improvement Zone

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

That the attached By-Law to change the name of the Osborne South Business Improvement Zone to South Osborne Business Improvement Zone be enacted by Council.

ADMINISTRATIVE REPORT

Title: ***Name Change for the Osborne South Business Improvement Zone.***

Critical Path: ***Executive Policy Committee – Council***

AUTHORIZATION

Author	Department Head	CFO	CAO/COO
G. Holmes	M. Pittet	n/a	M. Jack COO

RECOMMENDATIONS

That the attached By-Law to change the name of the **Osborne South Business Improvement Zone** to **South Osborne Business Improvement Zone** be enacted by Council.

REASON FOR THE REPORT

The City of Winnipeg Charter provides for the creation of a Business Improvement Zone (B.I.Z.) by by-law. Council approval is required for the enactment of a by-law.

EXECUTIVE SUMMARY

- The Osborne South Business Improvement Zone, continued by By-Law No 8120/2002, is one of sixteen Business Improvement Zones within the City of Winnipeg.
- At the March 31st, 2015 Board Meeting, the Osborne South Board Members passed a motion requesting that the name of their Business Improvement Zone be changed to South Osborne Business Improvement Zone, after there was consultation with its BIZ Membership.

IMPLICATIONS OF THE RECOMMENDATIONS

- General Implications – for the community and or/or organizations external to the City

HISTORY

By-Law No. 6201/93 created the Business Improvement Zone known as the "Osborne South Business Improvement Zone". By-law No. 8120/2002 continued this BIZ under the same name.

After there was consultation with the BIZ's business membership, there was direction given to the Osborne South BIZ Board to change its name to *'South Osborne Business Improvement Zone'.*

On March 31st, 2015, the Osborne South Business Improvement Zone held its Regular Board Meeting in accordance to the Business Improvement Zone Procedures By-Law No. 8111/2002.

At the March 31st, 2015 Board Meeting, the Board Members passed a motion requesting that the name of their Business Improvement Zone be changed to South Osborne Business Improvement Zone.

The Osborne South Business Improvement Zone has been finding it difficult for people to remember the name of the BIZ. In general everyday practice, most people have been calling it the South Osborne BIZ. By way of this motion made at their Board meeting and request to City Council (Attachment A), the BIZ wishes to have the By-Law amended to reflect the name by which the BIZ Zone is known in the community.

It is recommended that the attached By-law (Attachment B) be enacted by Council in order to accomplish this name change.

FINANCIAL IMPACT

Financial Impact Statement Date: June 22, 2015

Project Name:

Name Change for the Osborne South Business Improvement Zone

COMMENTS:

There are no financial implications associated with the recommendations in this report.

"Original Signed By"
Mike McGinn, CA
Manager of Finance

CONSULTATION

In preparing this report there was consultation with:

Legal Services

Osborne South Business Improvement Zone

OURWINNIPEG POLICY ALIGNMENT

N/A

SUBMITTED BY

Department: Planning, Property and Development
Division Office of the Director, Economic Development Branch
Prepared by: Martin Pasieczka (BIZ Liaison)
Date: June 22, 2015

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Attachment "A"

OSBORNE SOUTH B.I.Z.
BOARD MINUTES
Tuesday, March 31, 2015 at 5:15 p.m.
At Fort Rouge Leisure Centre, 625 Osborne Street

Present: Jane Wilson (chair), Althea Howard, Oriana Marinelli, Karen Sigurdson, Mike Wolcholk, Tracy Groeneweger (representing Councillor Gerbasi), Martin Pasieczka (City of Winnipeg), Rachel Papst (guest), Denis Fletcher (consultant).
Regrets: Barbara Gerrie, Eva Gaudette, Councillor Gerbasi.

1 CALL TO ORDER
The Board meeting was called to order at 5:25 p.m.

2 APPROVAL OF THE AGENDA
MOTION: (Karen Sigurdson/Althea Howard) that the Board agenda be approved. CARRIED.

3 MINUTES
MOTION: (Oriana Marinelli/Althea Howard) that the minutes of the February 24, 2015 Board meeting be approved. CARRIED.

4 BUSINESS ARISING FROM THE MINUTES

4.1 BIZ Long-Range Plan and Board Development
The Strategic Planning discussion notes were discussed. Jane Wilson will contact Rhonda Lorch for her analysis and solution ideas.

4.2 Street Festival Surveys
Thirty-one surveys were returned; Althea presented an overview of the survey results. Althea will prepare a summary of suggested ideas for improving the Street Festival.

5 TREASURER'S REPORT
No report.

6 MARKETING COMMITTEE REPORT

6.1 Brand
Rachel Papst from Woodlands Design presented four design ideas for the new BIZ brand. She was asked to work on additional designs and colour combinations.

6.2 BIZ Name Change

MOTION: (Oriana Marinelli/Althea Howard) that the City of Winnipeg be asked to change the name of the BIZ from Osborne South to South Osborne. CARRIED.

Martin Pasieczka will prepare a report for City Council.

6.3 Welcome Package

A welcome package will be developed for new businesses moving into the BIZ. Welcome packages will be delivered by Board members.

6.4 Billboard Advertising

Billboard advertising is being investigated.

6.5 Spotlight Advertising

Spotlight advertising is being investigated.

7 STREET ENHANCEMENT COMMITTEE REPORT

7.1 New Planters

Five new planters have been ordered.

7.2 Planter Flower Design

The planter flower design has been approved.

7.3 Watering Contract

The Old St. Vital BIZ has been approached to contract plant watering for this season.

7.4 Summer Student

MOTION: (Mike Wolcholk/Karen Sigurdson) that Connor Boyd be hired as the Urban Green Team Student for the summer, starting May 1, 2015. CARRIED.

7.5 Streetscaping Plan

The Street Enhancement Committee will approach the University of Manitoba Faculty of Architecture to have their students design a streetscaping plan for the BIZ.

7.6 Community Billboards

Two community billboards will be designed and constructed for the BIZ.

8 COUNCILLOR'S REPORT

No report.

9 CORRESPONDENCE

9.1 Mayor's BIZ Awards

The Mayor's BIZ Awards presentation will be held on Thursday, May 14, 2015 from 5:00 p.m. to 7:00 p.m. at City Hall. It was agreed to nominate Pollock's Hardware for the Osborne South BIZ Mayor's Award.

10 NEW BUSINESS

No new business.

11 NEXT BOARD MEETING

The next meeting of the Osborne South BIZ Board will take place on Tuesday, April 28, 2015 at 5:15 p.m. at the Fort Rouge Leisure Centre, 625 Osborne Street.

12 ADJOURNMENT

The meeting was adjourned at 6:45 p.m.

Attachment "B"

THE CITY OF WINNIPEG

BY-LAW NO. .

A By-law of THE CITY OF WINNIPEG to change the name of the Osborne South Business Improvement Zone.

THE CITY OF WINNIPEG, in Council assembled, enacts as follows:

1. The Osborne South Business Improvement Zone By-law No. 8120/2002 is amended by this By-law.

2. The title is amended by striking out "*Osborne South Business Improvement Zone"* and substituting "*South Osborne Business Improvement Zone"*.

3. Section 1 is amended by striking out "*Osborne South Business Improvement Zone By-law*" and substituting "South Osborne *Business Improvement Zone By-law*".

4. Section 2 is amended by adding *"as the South Osborne Business Improvement Zone.*" at the end of the section.

5. Section 3 is amended by adding *"as the board of the South Osborne Business Improvement Zone*" immediately after "*is hereby continued*".

6. Schedule "A" is amended by striking out "*Osborne South Business Improvement Zone*" and substituting "*South Osborne Business Improvement Zone*".

DONE AND PASSED, in Council assembled, this day of , 2015.

_____
Mayor

_____
City Clerk

Approved as to content:

_____
Director of Planning, Property & Development

Certified as to form:

_____
for City Solicitor/Manager of Legal Services