



**Business Advisory Committee  
Comité consultatif sur les affaires**

**MINUTES 8  
PROCÈS-VERBAL 8**

**Tuesday, 10 April 2012, 3:30 p.m.  
le Mardi 10 avril 2012, 15 h 30**

**Colonel By Room, 110 Laurier Avenue West  
Salle Colonel By, 110, avenue Laurier ouest**

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***NOTE: These Minutes have not been confirmed and should be considered DRAFT***

**Present / Présents:** T. Whitmore (Chair/présidente), B. Lippett (Vice-Chair/Vice-présidente), J. Blatherwick, D. Guilbault, A. Mitta

**Absent / Absents:** R. Brocklebank, L-M Parent

**DECLARATIONS OF INTEREST  
DÉCLARATIONS D'INTÉRÊT**

No declarations of interest were filed.

**CONFIRMATION OF MINUTES  
RATIFICATION DU PROCÈS-VERBAL**

Minutes 7 of the Tuesday, 14 February 2012 meeting were confirmed.

**PRESENTATIONS  
PRÉSENTATIONS**

1. **DIGITAL SIGNAGE STUDY  
ÉTUDE DE PANNEAUX D’AFFICHAGE NUMÉRIQUES**  
*Peter Giles, Program & Project Management Officer*

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Peter Giles, Program and Project Management Officer gave a brief PowerPoint presentation which is held on file in the City Clerk’s office. He stated that existing Sign By-law does not permit digital or electronic signs or any movement in signs except scrolling text as part of message centre signs and now recent exception granted for IKEA digital wall sign.

Council direction:

- 1) To permit four digital billboards at three locations (digital billboard pilot project)
- 2) Evaluate potential impacts and public response (digital signage study)

The City’s By-law is lagging behind technological and business trends and it is to address local business interest in adopting digital sign technology.

The next steps are to draft final proposals which will be posted on project website ([http://ottawa.ca/en/city\\_hall/planningprojectsreports/public\\_consult/digital\\_billboards/index.html](http://ottawa.ca/en/city_hall/planningprojectsreports/public_consult/digital_billboards/index.html)) in April for a four week public comment period and then to Planning Committee and Council to consider recommendations in July and August.

The Committee members had various questions on safety and brightness of the signs in respect to other jurisdictions.

2. **OFFICE OF SMALL AND MEDIUM ENTERPRISES  
BUREAU DES PETITES ET MOYENNES ENTREPRISES**  
*Andre Cardinal, Chief Stakeholder Engagement, Office of Small and Medium Enterprises Project Management Officer*

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Deferred to a future meeting.

3. FOOD FOR ALL  
DES ALIMENTS POUR TOUS  
*Moe Garahan, Executive Director of Just Food*

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Deferred to a future meeting due to illness of the presenter.

<http://www.justfood.ca/foodforall/>  
<http://www.justfood.ca/foodforall/fr/>

ITEMS OF BUSINESS  
POINTS À L'ORDRE DU JOUR

4. BUSINESS ADVISORY COMMITTEE – PROJECTS FOR 2012  
COMITÉ CONSULTATIF SUR LES AFFAIRES - PROJETS POUR 2012  
*Member Blatherwick*

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This item covered with the verbal update from staff in Item 5.

INFORMATION ITEMS  
INFORMATION

5. VERBAL REPORT FROM STAFF  
RAPPORT VERBAL DU PERSONNEL  
*Saad Bashir, Manager, Economic Development / Gestionnaire,  
Développement économique*

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Saad Bashir, Manager, Economic Development stated that since the last meeting there has been a reorganization of his office and now they report to the City Manager's Office. They are now spending less time on Invest Ottawa since it is running on its own and discussions taking place with City Manager on the role of their section for 2012 and beyond. With regards to business outreach, this had never really been done before and now doing more proactive outreach. They are looking at Business Retention Expansion (BRE).

- 1) China Strategy – This is to look at what exactly does the City of Ottawa and businesses want in their dealings with China and this is ongoing.
- 2) 2017 Task Force – Presently they are looking at Calendar of Events and gathering information of what various groups and organizations are planning for this celebration year.

Members then had questions regarding the Greater Ottawa Business Improvement Areas Association (GOBIA). The group is still trying to figure out what it will look like, funding, etc... The Mayor is to meet with all 17 BIA's.

**ADJOURNMENT  
LEVÉE DE LA SÉANCE**

The meeting adjourned at 4:45 p.m.

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**Committee Coordinator**

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**Chair**