



## **MEETING AGENDA 2009**

### *Downtown Oshawa Board of Management Monthly Meeting*

Wednesday, November 18, 2009 ~ 6pm Board Office

**12 ½ Simcoe St. S., Oshawa L1H 4G2 (905) 576-7606**

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|--------------------------------------------------------------|--------|
| 1. Meeting called to order                                   | 6:00pm |
| 2. Declarations of pecuniary interests                       | 6:01pm |
| ➤ New Director to be welcomed to the Board                   |        |
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| 3. HST Presentation – Greg Morrison, Ministry of Revenue     | 6:10pm |
| 4. Accessibility Presentation – Lynda Lawson, City of Oshawa | 7:00pm |
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| 5. Approval of Agenda                                        | 7:30pm |
| 6. Approval of October 2009 minutes                          | 7:31pm |
| 7. Treasurer's Report<br>October financials                  | 7:32pm |
| 8. Councillor Parkes report                                  | 7:35pm |
| 9. Downtown Development Officers report                      | 7:50pm |
| 10. Ambassador Program report                                | 8:05pm |
| 11. Shop & Win 2009                                          | 8:10pm |
| 12. Virtual Tour, Cultural Revitalization                    | 8:20pm |
| 13. Meeting adjourned                                        |        |

To save time at the meeting, reports are attached re #10, #11, & #12, as well as other business items. Please review before the meeting.

Next meeting Wed. Dec. 16, 2009

Downtown Office Administrators Report

**Ambassador Program**

Six adults have been secured for the program, with invitations having been sent to UOIT students to join us.

Attempts at sponsorship support with Pro Hockey Life and Scotia Bank are in progress.

Home games we will be attending: Nov. 28<sup>th</sup>., Dec. 18<sup>th</sup>., Jan. 1<sup>st</sup>., 3<sup>rd</sup>., 16<sup>th</sup>., Feb. 19<sup>th</sup>.

On Jan. 1<sup>st</sup>. we have purchased the rights to the game/building as the main sponsor. Planning to be completed for that game as per sponsorship opportunities.

**Shop & Win 2009**

You've all received the updates along with the Membership.

➤ **Event will run Nov. 16<sup>th</sup>. – Dec. 12<sup>th</sup>.**

Passports are being given out to shoppers by the merchants.

Shoppers collect stickers and qualify to win \$200 in downtown dollars.

Five \$200 dollar winners will be selected on Dec. 14<sup>th</sup>. from all the passports submitted.

**Sat. Nov. 21<sup>st</sup>. Midnight Madness** – 22 retailers are participating, plus most of the restaurants.

**Mon. Dec. 7<sup>th</sup>. Gen's** will be in the downtown giving away 100 free hockey tickets to shoppers at random.

Santa and caroler's and/or musicians booked for Nov. 21<sup>st</sup>. and Dec. 7<sup>th</sup>., with musicians also booked for Nov. 25<sup>th</sup>., and Dec. 2<sup>nd</sup>.

Print advertising, radio and television are all in place.

Gen's window display in place.

Midnight Madness signs (election style) have been ordered for placement on King, Simcoe, Bond and Centre.

Region, City, Media, Facebook all notified of events.

**Virtual Tour ~ Cultural Revitalization (Anna Visconti)**

I have requested 3 quotes for a downtown virtual tour.

Three quotes have been received. They are attached.

Wes Evans is planning on attending the meeting to answer questions on his quote.

In addition to a virtual tour concept, Wil McGuirk approached the Board at the October AGM to see if a partnership was possible. Wil would like to blog for the Board specifically promoting arts and culture, musical talent etc. in regards to downtown activities. He was to attend the Oct. meeting to discuss, but his train ran late and he didn't make it on time. His resume is attached. Anna headed up the initiative, so she can speak to this project at the meeting. This project also runs in line with our discussions in September about hiring a UOIT student as per Peter Triacus. A decision should be made soon so we can implement the chosen form in the new year.

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### **Other Business**

- Olympic banners installed.
- Support Our Troops relocated to Memorial Park and Armoury sites.
- Fire Hydrants painted Sat. Nov. 7<sup>th</sup>. by O'Neill Collegiate visual art students.
- 2010 Budget submitted Nov. 9/09.
- Council representation on boards.
- Membership package for Service sector
- 2010 Program – Membership meeting Jan. 13, 2010
- Oshawa Kicks – May 2010 event – will bring forward in Dec. or Jan.

### **Correspondence Received**

Ian Tweedle ~ email attached re survey companies – **would like to have Ian work on this**

Tax Assessments – report requested by Ron Wilson.

OBIAA invitation for 2010 conference April 18<sup>th</sup>. – 20<sup>th</sup>.