



Minutes of March 10, 2010 Board Meeting

<u>Directors in attendance</u>	Chair Vice-Chair Secretary/Treasurer Director	Cathy Coxhead Tony Vander Baaren Anna Visconti Giacomo Bruno
<u>Advisors in attendance</u>	Val Foster	Historical Society
<u>City officials in attendance</u>	David Tuley	Downtown Development Officer
<u>Members in attendance</u>	Jay Jegtheeswaran Lisa Kelly Deb Robitaille	Diamonds Grill Royal Bank Royal Bank
<u>Regrets</u>	Louise Parkes Darryl Sherman Nikki Henderson	Council Rep Advisor (Wilson Furniture) Director (Strut Nouveau)
<u>Absent</u>	Jackie Simkin	Director

The meeting was called to order by the Chair at 6:00pm, welcoming new downtown member Lisa Kelly from the Royal Bank.

- Sgt. Nicole Hamilton was unable to attend as planned.
- MaryLynn West Moynes and Professor Nawal Ammar from UOIT were unable to present as planned.

The Chair called for declarations of pecuniary interests, where by Vice-Chair Tony Vander Baaren acknowledged the call.

Motion 3:01 to approve the March 2010 meeting agenda was made by Giacomo Bruno, seconded by Tony Vander Baaren.

Carried

Motion 3:02 to approve the February 2010 minutes was made by Anna Visconti, seconded by Tony Vander Baaren.

Carried

Motion 3:03 to approve the February 2010 financials was made by Anna Visconti, seconded by Tony Vander Baaren.

Carried

Office Administrator, Vivian Sled reminded the Board that Director Giacomo Bruno would be leaving the Province in May 2010, and that another Director would have to be appointed as a third signing officer as a replacement to Giacomo. Director Nikki Henderson was the obvious choice, however Nikki was not in attendance at the meeting, so the matter was deferred.

A discussion about replacing Giacomo as a Director from June to October 2010 took place, with this matter also being deferred for the time being.

Downtown Development Officers Report (David Tuley)

The mural at 72 Centre St. N. is slated to be removed and/or relocated due to construction work on the building. Discussions about where to place the mural took place, with Vivian agreeing to work on the placement over the next three weeks.

The Genosha project may not be done by September 2010, however the basement area will be ready for UOIT in September for psychology labs.

Several marketing opportunities for the City (and the downtown) were reported to the Board such as the City of Oshawa's Economic Outlook Breakfast and the Land & Development Conference being held in Toronto, whereby the City of Oshawa Economic Development team would be promoting Oshawa.

David provided the Board with building permit stats for the downtown central business district area, indicating that in 2007 approximately 80 million permits had been issued, and in 2008/09 this had increased to 200 million.

David reported that he is currently working with 2-3 downtown clients that are business owners in the downtown, re 2010 façade loan program.

The hotel project and decisions regarding the start/finish times, including a variety of other issues has gone before Council. David suggested the Board review the minutes of the Council meeting to get all the pertinent information. He also reported that the hotelier is trying to strike a deal with the Hillstone property owners for parking.

Councillor Louise Parkes Report

Councillor Parkes did not report. Regrets sent.

Office Manager's Report (Vivian Sled)

Vivian reported that she was given an opportunity to be a guest on Rogers Television, Today's Business with host Todd Skinner. The interview was all about the growth in downtown and was a very positive experience.

An update on the court house gift bag promotion was provided, with discussion about the cost of the bags, other alternatives to the bags such as water bottles or coupon books. A budget of approximately \$1500.00 was suggested however a motion to decide the budget was tabled until more information could be presented.

The Communities with Brooms event was reported to be on schedule for Thursday April 22nd., which happens to be Earth Day. The event is done in partnership with the City of Oshawa, the John Howard Society, MP Colin Carrie's office and the BIA. Discussion about the removal of 40 graffiti tags by Goodbye Graffiti as part of the clean up and/or paid by the business owners themselves, led to the Board giving Vivian a directive to collect three quotes from graffiti companies for their review.

The Board was updated on the upcoming Oshawa Kicks Soccer Tournament scheduled for May 2010. After discussion the game venues, host venues and hotel venues, the Board decided that the overall location of the tournament on Taunton Road was too far away for the membership to support.

The Worden Insurance policy in the amount of \$1566.00 was brought forward as it is due for renewal in April 2010. A discussion about collecting quotes and the history of the task of doing so took place around the table. Based on previous quotes (that were not competitive), the Board felt it would be practical to remain with downtown member Worden Insurance.

Motion 3:04 to waive the collection of two additional quotes for insurance purposes was made by Anna Visconti, seconded by Tony Vander Baaren.

Carried

The Sidewalk Sale dates were confirmed again, with discussion about a midnight madness event during the sale, and an open-air movie night during the sale. It was agreed by the Board that results from the membership survey may be useful in making these decisions. A planning meeting for the sidewalk sale to follow the survey results in late April.

- Anna Visconti advised the Board that Farley Flex (Canadian Idol) was looking into an event on the Saturday of the sidewalk sale. It was decided that Vivian would contact Farley to find out more and to invite him to meet with the Board in April or May.

Member, Jay Jegtheeswaran (Diamonds Grill) arrived at the meeting.

Advisor, Val Foster left the meeting due to a leg injury that was bothering her.

Vivian advised the Board that the Broken Arts Collective had met with her to discuss a buskerfest in downtown on June 26, 2010. The Board felt the initiative was a positive step towards bringing more people into the downtown, and sanctioned the event on a non-financial partnership basis, assisting the group with permits, etc.

An update on Autofest was presented to the Board – advising that 15 sponsorship packages had been sent out. Discussions about who to hire for entertainment included performers such as the Lincolnaires, Dr. Draw, The Ilse Theman Band, Happy Pals, the Heat, and Cuff the Duke. Vivian was asked to try and secure Dr. Draw and Cuff the Duke asap and to report back to the Board.

Vivian brought the Board up to date on the distribution of the 2010 Membership Survey, advising that 109 survey's had been mailed to property owners, that 200 surveys had been hand delivered to the downtown businesses, and that 170 businesses also received the survey information via an e-blast. Results are to be tabulated and presented to the Board at the April 21st. Board meeting, or by email not later then April 23rd. due to possible time constraints.

The Board was advised that the Canada Summer Jobs application had been submitted and that they were in good standing for a summer student placement through the program, with the official notice being sent by the end of April or early May 2010.

Other Business

The Board was advised of the dates for the OBIAA Conference in Niagara Falls on April 19th. & 20th. Vivian provided the Board with a list of seminars that should be attended, and offered to attend on behalf of the Board. Anna Visconti also offered to attend some of the seminars that Vivian would not be able to get to if she was attending something else. Originally a motion for the two to attend was made, however after checking schedules it was evident that neither of them could meet the commitment as planned. It was agreed that Vivian would download the material when it became available on line after the conference.

The Board revisited the downtown blogger position, discussing the participation of Wil McGuirk as the lead blogger. Vivian reported that she had met with a university student that was interested and was also waiting to hear back from another Professor that had some suitable candidates for consideration. A decision to hire a blogger and to determine the work plan etc. was tabled until Vivian has had a chance to investigate further.

Vivian brought Johnathan Duncan's request forward to present to the Board on banners. The Board agreed to see Johnathan in May or June if the agenda allowed it.

Vivian and David Tuley shared information they had researched regarding touch screen marketing in kiosks and in places such as the GM Centre, hotels, UOIT, etc. as a means of promoting and marketing the downtown. The details of the marketing idea was received for information by the Board.

Vivian provided the Board with a list of businesses that could be considered as part of the BIA should the boundaries be expanded. In addition, a discussion about inviting key stakeholders such as the Library, the Gallery, GM Centre, Automotive Museum, etc. into the downtown district as Associate Members took place, with the Board tabling the concept for the time being so they could focus on the priority of filling vacancies in the existing commercial district.

With the arrival of so many students into the downtown as of September 2010, Vivian asked the Board to think about an event or welcoming party. The Board asked Vivian to meet with Anthony Boland, President of the Student Association to discuss and report back.

Vivian encouraged the Board to pick a date for the Annual General Meeting before the October 2010 election. After some discussion, it was agreed that the AGM would be held on Wednesday, September 8, 2010 as a breakfast meeting. Location, agenda and presentation to be approved.

David Tuley left the meeting for the remainder of the evening.

Chair Cathy Coxhead asked Vivian to report on the Finance & Administration Committee meeting she had attended on March 4, 2010. Vivian reported that she sat through Laura Vaillancourt and Jackie Simkin's list of complaints against the Board, advising the Chair that everything that had been stated was incorrect and not factual in any way whatsoever. Vivian further reported that she had taken notes and had written down every word that had been spoken in reference to the Downtown Board by all in attendance (which included the committee members).

In addition, Vivian reported to the Board that she had received a phone call from James Anderson (from the Mayor's office), inquiring if the Board had conducted a closed meeting on March 4, 2010 after the Finance and Admin. meeting that City had held that afternoon. Vivian told James that she had returned to the office after the City meeting to compile the notes she had taken, and that the Chair (Cathy Coxhead) had joined her after work to review them. While Vivian and Cathy were in the office after hours, Tony Vander Baaren

dropped in when he noticed the office lights were on. Councillor Parkes also dropped in on her way home as she too saw the lights on and assumed that the Office Administrator (Vivian Sled) was working late. A short discussion about the allegations took place with a directive from the Chair for Vivian to make copies of the report for the next board meeting which was scheduled for March 10/10. Just as everyone was getting ready to leave, Nikki Henderson arrived to see what was going on. The gathering lasted approximately 30-40 minutes.

Vivian confirmed to James that an official meeting (closed or otherwise) **had not been called by the Board**, nor had any minutes been taken or any business conducted that could be perceived as an official meeting. James pointed out that the gathering could have been perceived as a meeting and reminded Vivian of the Municipal Act guidelines. Vivian stated to James that she would advise the Board of their discussion pertaining to the allegation of having called a meeting without proper notice, so they were aware of the concern shown by the Mayor's office.

The Chair referred to Motion 1:02 made at the January 20/10 Board meeting by Tony Vander Baaren for the Downtown Oshawa Board of Management to secure legal representation from Ron Kitchen, or any other designate as chosen by the Chair for up to \$5000.00 (five thousand dollars), which had been seconded by Louise Parkes, and carried by the Board.

Vivian contacted five law firms; one in Toronto and four in Oshawa, receiving four written quotes for legal services from the following lawyers:

- Eric Belli-Bivar \$300.00 to \$400.00 hourly rate
- Joseph Neal \$200.00 to \$300.00 hourly rate
- Al Simeson \$375.00 hourly rate
- Mellisa Belliveau \$200.00 hourly rate
- Borden & Goddard No response

After some discussion, the Chair chose Joseph Neal to represent the Board. Anna Visconti and Tony Vander Baaren cited a conflict of interest in the decision to appoint Joseph Neal as he had done work for them in the past.

The Chair asked Anna and Tony to leave the meeting.

More discussion took place, with Giacomo Bruno making the required motion.

Anna and Tony returned to the meeting.

Motion 3:05 was made by Director Giacomo Bruno to appoint Joseph Neal as the Boards solicitor. The motion was emailed the next day to the voting members that were not in attendance. Motion was seconded in writing by Director Nikki Henderson. Votes received in writing and recorded accordingly:

Yes Votes

Nikki Henderson
Giacomo Bruno
Louise Parkes
Cathy Coxhead

Did Not Vote

Anna Visconti (Conflict)
Tony Vander Baaren (Conflict)
Jackie Simkin (Suspended)

Carried

Received as correspondence

Vivian advised the Board that a letter of congratulations had been forwarded to Peter Heiler from the Chair on his recent partnership with UOIT.

- ✓ Invitation to Durham Tourism Social Media Workshop
- ✓ Invitation to attend City of Oshawa's Economic Outlook Breakfast
- ✓ Invitation to provide video to TABIA regarding the celebration of 40 years of BIA's
- ✓ Received a copy of the Spring/Summer 2010 Leisure Guide with our ad on page 102
- ✓ Postcard for the 6th. Annual Peony Festival June 12th. & 13th. at OVBG
- ✓ Doors Open promotional post card for their event Sept. 25th. & 26th.
- ✓ Chamber's Biz After 5 for Court House tour March 23rd.

Before adjourning the meeting, Vivian advised the Board that she would not be present for the April 14, 2010 Board meeting as she would be on vacation, returning Tuesday April 20/10.

Motion 3:06 to reschedule the April Board meeting to Wednesday, April 21/10 was made by Anna Visconti, seconded by Giacomo Bruno.

Carried

Motion 3:07 to adjourn the meeting was made by Anna Visconti, seconded by Giacomo Bruno. Meeting was adjourned.

Next Board Meeting Scheduled for Wednesday April 21, 2010
