



Your Monthly Newsletter...

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Issue II

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MEET THE BOARD JULY 13 FROM 6 - 8 PM AT AVANTI'S 17 KING STREET EAST

Chair - Gary Vaughan is a long time resident of Oshawa. He is very active in the community as a member of the Durham College Marketing Program Board. Gary works for Gerdau, formerly CoSteel as their Canadian Sales Manager. Gary had worked in this industry for over 30 years and is currently on the Canadian Reinforcing Steel Institute of Canada Board and the Vice President of Reinforcing Steel Institute of Ontario.

Gary has been active in the community for many years. He has been a Fastball and Hockey coach for a number of years in Oshawa. During his coaching, his teams were the winners of the OMHA Championships from 1999 to 2001.

Vice Chair - Peter Traicus has resided in Oshawa since 1991, opened and operated Diamond's Grill in downtown Oshawa in 1990 to 2003. He currently owns 10, 12, 14 and 16 Bond Street West. He has plans to build a mixed use commercial and residential unit at 16 Bond Street. He has previously sat on the BIA in a director's position for seven years and been actively involved in the beautification of the downtown area. He successfully developed the corner of Taunton Road and Townline where a Shell Gas Station now operates.

Walter Dudar is one of the board's newest downtown merchant representatives. He has owned and operated Santa Fe Salon, formerly James Dean Hair, in the downtown for almost 30 yrs. Walter is a native of Oshawa and

is keenly interested in finding new and more exciting ways in which to promote and enhance the downtown image and atmosphere. He believes that the new expansion plans for the university and government offices will provide a unique opportunity to foster greater community awareness and participation in the downtown core.

Julia Bergsma is our new **Treasurer**. She obtained her degree for Legal Administration at Durham College and worked for a family law lawyer for three years before deciding to expand her horizons.

Julia has been a merchant in the downtown since she opened Mexico Lindo in the Downtown in 2008. Since opening this establishment, she has opened a second business on Simcoe Street - 241 Pizza. Along with owning and operating these two restaurants, Julia is also a property owner in Oshawa.

Matt Bowles has been the Marketing Manager for the past five years for Lovell Drugs. Lovell Drugs is proud to be the oldest, and one of the largest, independent drug store chains in Ontario. Family-owned for more than 100 years, we are firmly focused on family health and committed to providing excellent customer care and quality service. With 11 locations in Whitby, Oshawa, Kingston and Cornwall, we are dedicated to serving the families within our communities. Our strength has always been our relationship with our customers and the community. Matt also has a business degree from Centennial College.

Dan Carter has played a significant role in the Durham Region as a supporter, leader and community champion for better education and better opportunities for all. Emerging from a background of immense personal challenge and tragedy. Dan has become an inspiration and role model to individuals throughout Ontario motivating them to achieve their full potential and to lend a hand to their fellow citizens.

Dan's relationship and contributions have been widely recognized within the broader community and he has received a number of honours and awards for his work, including the Business Person of the Year by Whitby Chamber of Commerce, the CAMH Courage to Come Back Award, and the Queen's Golden Jubilee Medallion. Most recently Dan was conferred with an honorary Doctor of Laws from the University of Ontario Institute of Technology.

Johnathon Boville is an Oshawa native. He has been in the restaurant industry for fifteen years and has 2 Culinary Diploma's. Johnathon is the Chef/Owner and operator of Three Star Catering and co-owner of Great Canadian Popcorn Company. Johnathon is also a recent recipient of the Durham Region Employment Innovation Award 2011.

Johnathon has a number of years experience with events locally and throughout Ontario. He serves his community by assisting local charities and various causes. As a new board member he brings a fresh outlook for the downtown along with the eagerness for progress.

Roger Bouma is our liaison to Oshawa City Council. As a first term local councillor Roger has played a large role in the rebuilding of the Downtown Oshawa Board of Management, and is committed to helping the BIA succeed, while maintaining a healthy working relationship with the city.

Roger has lived and worked in our city for over thirty years and is committed to a vision of building a better Oshawa.

Matt Milovick is the Vice President, Operations & Strategic Development and Interim CFO, at the University of Ontario Institute of Technology (UOIT) in Oshawa, Ontario. Matt has a Bachelor of Science in Agriculture from the University of Guelph, a Bachelor

of Administrative Studies and a Certificate in Human Resources Management from York University, a Master of Education from the Memorial University of Newfoundland and he is a Certified Management Accountant.

During his 17-year career in post-secondary administration, Matt has held senior and middle management positions at UOIT, the University of New Brunswick Saint John and York University. Having started his career in student housing services, Matt has progressed through the ranks and has worked in nearly every area of university administration from facilities management to international business development.

Matt started at UOIT in 2007 as the Director of Academic Planning and Operations, assumed the interim role of Chief Financial Officer for 3 months before taking on the position of AVP – Finance and Operations and in October 2008. In January 2011, Matt was promoted to his current role. Reporting to the President, Matt's current portfolio at UOIT includes major capital projects, facilities development, information technology, commercial operations and finance. Recently, Matt spearheaded the development of Oshawa's downtown campus and his efforts led to UOIT securing over \$73M in capital funding from the federal Knowledge Infrastructure Program for the Automotive Centre of Excellence and the Energy Research Centre. Matt is currently active with the Council of Senior Administrative Officers (a subcommittee of the Council of Ontario Universities) as well as the Canadian Association of University Business Officers.

In June 2011, Matt was the recipient of the Certified Management Consultant Society of Ontario Creative Leadership Award for his efforts in the development of UOIT's new downtown location.

Secretatry - Madeleine Kassinger is new to the downtown as she has recently opened Mad Cafe on King Street. With the opening of her cafe and living in the downtown, Madeleine realized how important it was and is to continually promote the downtown and focus on improving not only the area, but also the impression people have of the downtown core.

Madeleine is an Oshawa native who has an interest in seeing the downtown prosper and brings a fresh outlook.

REMINDERS - THESE DATE ARE FAST APPROACHING

Meet and Greet the new Board Members July 13, 6-8 pm at Avanti's

July 20-23 Sidewlak Sale

August 26 Autofest

LOCAL ARTIST TO SHOW CASE ART AT THE ANNUAL SIDEWALK SALE

By Angela Mittoni
BIA Staff

Local artist Dani Crosby will have her work on display at Bola. She is the recipient of the National Magazine Award Gold Prize for best magazine cover art in Canada for 2010.

Besides being a local artist, Dani is also a part-time professor at Durham School of Media Art and Design - Fundamentals Program. She is also quite active within the artist community being a vital resource of information and connecting different artists with local organizations to increase the partnerships with artists in our community. Besides working with the BIA to bring in the artist, she

has been instrumental in coordinating the partnership between local artists and the farmers market through Joan Kerr at Oshawa Centre.

Dani's personal view on life includes her belief that " art is powerful enough to change anything from a person's perception of a



brand to a person's perception of the world at large." This is evident in the way she treats people

on a daily basis - always with a warm greeting and a smile

For more detailed information about Dani Crosby, check out her website at www.danicrosby.com or send her an email at dani@danicrosby.com



Oshawa's Fantastic Street Fair: A New Outlook for the Sidewalk Sale

In response to requests from our membership, the BIA has partnered with local artists to try to increase traffic in the downtown during our sidewalk sale.

Photo by Marina Osmond



Many merchants have indicated that in the past, Wednesdays and Thursdays typically are the busiest days for the sidewalk sale. In an effort to bring awareness and potentially bring more people to the downtown during the Friday and Saturday of our sidewalk sale, we have partnered with local artists who will be displaying and selling their art.

The type of art varies from traditional painting/drawing to crafting things by means of up-cycling. Upcycling is the process of using materials that otherwise would be put in our local landfills and creating other usable merchandise such as jewelry, clothing, display cases or shelving.

We are evening having a traveling musical parade. The group Hairy Holler will be performing as they walk along the BIA streets on Friday 22 July. The group will start from the Botanical Garden Bridge off of 155 Arena Street. They will continue east along Richmond Street, go north on Simcoe Street until Williams Street where they will cross the street and head south along Simcoe. Once the group reaches Bond Street, they will turn west crossing Centre Street and turning south to King Street. At King, Hairy Holler will continue to Queens Street where they cross the street to head east along King street. When the group passes the Ministry of Finance building they will cross the street and cut through the alley to return onto Bond, once again heading east to Simcoe Street. At Simcoe they will go south, crossing at Athol Street to return going North on Simcoe. At the four corners, Hairy Holler will turn east on the north side of King Street to Ontario Street where they continue by going North to Bond, east on bond and south on to Victoria Street, returning to King street. Once on King, they will go west to Celina Street and end at Simple Bodega.