



### *Social Media/Membership Liaison Committee's Message*

Social Media has become very popular in the last few years. We want to explore how we can utilize this in our promotion of the downtown as well as see how we can assist our members with using social media to promote their businesses.

We are investigating hosting a couple of training sessions on social media for our members. Exact topics to be determined. If you have any suggestions for training sessions please send them to Angela at [angela.dobia@rogers.com](mailto:angela.dobia@rogers.com) or give her a call at 905-576-7606 to arrange a time for Angela to visit you to discuss your ideas.

Our website will be experiencing a makeover in the next six months. Currently we are in the redesign process.

### *Beautification Committee's Message*

This committee has been very active leading up to December. We started by reviewing the banner inventory and the state of our current Christmas lights. Fortunately, with some creative ideas, we have been able to utilize our antiquated Christmas lights for this year and hopefully for a couple of years to follow as we slowly build up a supply of new light fixtures.

continued next page.

## *Reminders*

**Garbage** pick up is every Monday, Wednesday and Friday. In the event that a holiday falls on one of these days, the garbage pick-up the following day if Monday is a holiday, for that week only, garbage will be picked up on the Tuesday.

**Recycling** is picked up every Tuesday and Thursday.

In accordance with the City By-Law 113-2008 section 10.25

**No Person shall Set Out or cause or permit the Setting Out of Residential Waste before 6:00 p.m. on the day immediately preceding the scheduled collection day or after 7:00 a.m. on the scheduled collection day.**

For the complete Waste Collection By-Law, see [www.oshawa.ca](http://www.oshawa.ca) and click on City Bylaws.

There has been some concern over the last few months due to scavengers getting into the garbage and scattering the garbage all over the downtown. Now the concern has become the weather, specifically the wind. Please help us in keeping the downtown a clean and appealing place to walk and shop.

# SHOP DINE LIVE PLAY

## *Beautification Committee's Message continued*

As you may have noticed, new for this year is the greenery in the planters for the winter. One of our members (Anna Visconiti) brought the idea to put some winter greenery in the planters once the City removes their summer plants. We did a sample on the corner of Celina and King, which was well received, so we proceeded with filling the majority of the planters in the BIA. The comments we have received to date have all been positive and we hope to fill all the planters for the next winter season.

## *Event Committee Update*

November 2011

Committee Members: Gary Vaughan, Walter Dudar, Julia Bergsma, Sara Boville, Wiebe Bergsma, Kevin Thompson, Walter Rebot, Angela Mittoni

The Events Committee began its work in October and will be meeting once a month, usually the night before the monthly board meeting. After two gatherings, our progress can be summarized as follows:

1. We will be reaching out to the membership with the intent to form a membership Advisory Group - representing all the areas of the BIA. The goal will be to bring together a sampling of our membership to ensure that we do everything possible to capture the feeling of the downtown, helping us plan for the future.
2. Explore the opportunity of hosting a weekly car show downtown, targeting Wednesday nights, late May until Sept. Currently many communities host weekly shows and Oshawa does not.
3. Review Autofest - review 2011, build ideas for 2012. We have set up a meeting with Motor City Car Club for January.
4. Review Annual Sidewalk Sale. We will discuss with advisory group and review concept for future street sales.
5. We also discussed meeting with Santa Claus Parade Committee and Farmer's market, to begin talks with these groups in hopes of utilizing our downtown core.

We certainly would welcome more volunteers to join us as we move forward. If you are interested, please contact Angela Mittoni at [angela.dobia@rogers.com](mailto:angela.dobia@rogers.com) or at 905-576-7606.

## *Marketing Committee's Message*

The Communications and Marketing Committee has been meeting on a regular basis and is looking at all the different ways of promoting the downtown. Currently we are focusing on what message we want to send to the people who are not in the downtown. This includes taking a good look at our surroundings and determining what are the best features of the downtown and what are the worst features and how we can improve them.

This committee is actively working with all the other committees in order to ensure that there is consistency in our message and how we portray the downtown.

If you have any suggestions, please send them to Angela at [angela.dobia@rogers.com](mailto:angela.dobia@rogers.com) or give her a call at 905-576-7606 to arrange a time for Angela to visit you to discuss your ideas.

# SHOP DINE LIVE PLAY

## *Oasis Animal Resuce and Education Centre*

It has been eleven months since Oasis Animal Rescue and Education Centre opened at 86 Simcoe Street North. We had absolutely no idea what the response would be to our innovative animal food bank program or our commitment to stemming the tide of abandoned, displaced or unwanted pets through our foster parent network and re-homing efforts.



Our mandate has always been to focus on the well being of the animals at hand. Some of the animals we have cared for have not made it, while others been bounced from home to home.



The staff and volunteers at Oasis continue to work, regardless of the challenges we encounter on a daily basis. There is too much at stake for the animals we encounter to consider any other course of action. Our plea to you, the general public, is to SPAY and NEUTER your pets, choose NOT to become an owner or caregiver unless you are resigned to the fact that this is a long term commitment (upwards of 18 years in come cases) and will entail thousands of dollars being expended on food, supplies, vet bills etc. Be forthright and explicit in expressing this message to friends, family and all who you come in contact with.

There are lots of things you can do to help animals with Oasis!

- Volunteer to be a foster mom or dad.
- Contribute to the animal food bank.
- Encourage a senior in your life to adopt a senior pet.

How to contact us:

Oasis Animal Rescue and Education Center

Phone: 905-728-8500

janetsmith@oasisanimalrescue.ca



### ***New to the BIA***

Big Brothers and Big Sisters

Taliena Mills

CUTI-CLE Mobile Nail Spa

Stuttering John's Bistro Bar

Bombshell

Oshawa Power

Eclipse Bistro

***Re-Opened*** - Isabella's

***Coming Soon*** - Wind Mobile

***Sad Goodbye*** - Georgina's Alterations

Magnolia Hair Salon

# SHOP DINE LIVE PLAY

## *MESSAGE FROM DURHAM REGIONAL POLICE SERVICES*

The Central East Division wishes to assure the Board that we are fully committed to making Oshawa the safest place to “Live Work & Play”. We have conducted several sustained initiatives in the Downtown this year. The last Downtown Initiative ran from September 13 to October 15. One sergeant and three constables were committed full time to the Downtown. These officers dealt with a wide range of community concerns including enforcement of Federal, Provincial, and Bylaw statutes. 56 arrests, 104 Provincial Offences Notices and 27 Compliance Checks were completed during this period. These statistics do not include the day to day activities of our Uniform, Criminal Investigations Branch, Target and CRU Teams.

Please provide my contact information to the Downtown BIA Board Members. I welcome any and all enquiries.

David Brown  
Staff Sergeant # 493  
Patrol Services Leader, Oshawa  
905 579-1520 ext 1768

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*Special THANK YOU For Participating in the  
Taste of the BIA*

*at the 2011 AGM*

THANK YOU

THANK YOU

**Murphy's Pub and Grill  
Cocoa & Joe  
Paraphernalia Books 'N' Stuff  
Country Style Bistro Deli  
Beanz  
Great Canadian Popcorn Company  
Coffee Culture**

# SHOP DINE LIVE PLAY

## *By Law Office has moved*

Municipal Law Enforcement (MLE) Services relocated from 22 King St W to 44 Simcoe St S. (Southwest corner of Athol St W and Simcoe St S). It is expected that the relocated services will be functional in the new location beginning Nov 28th, however there may still be some minor delays with telephone and computer connectivity as we resume operations.

Services operating from this new location include:  
All Municipal Law Enforcement Officers  
Municipal Law Enforcement Management Staff, and  
Administrative Support Staff

If you are have difficulty contacting an Officer or Manager in MLE next week please call the general MLE line at ext 2208 or myself at ext 2570 for assistance.

## **Comments on How you feel about your City**

As a business owner in the downtown I have grown to truly love and appreciate this downtown and the city as a whole. I see the downtown as the face on the greater body of this fine city. As a youngster I remember downtown as busy and very vitalized and could always count on a variety of stores to meet my shopping needs. Today it isn't so much about shopping as it is about gathering with others in restaurants, arenas, and theatres sharing the cultural events and ethnic food offerings we have available. Downtown is now about to embark on a new mission to be the centre of culture, education and entertainment for the region. We are growing and developing a new character.

We are proud of Oshawa and thankful that our council has continued to support those who take pride in it and are willing to work for it's prosperity and evolving image. So just so everyone knows a city is not strictly the result of someone else's efforts, it's always the byproduct of it's full citizen participation whether you like it or not. So what are you doing to contribute to **YOUR** city.

Walter Dudar-Santa Fe Salon

My main thought for the day.....as a **business owner**. It would be great if all the downtown businesses were encouraged to open on Saturday afternoons. We have many restaurants that are anchors in the downtown core. Some are not open for lunch on the weekend, and I see people coming down for lunch with no luck. Many of the stores depend on the support for downtown shopping. The mall has a food court, to encourage all day shopping. We should be doing the same downtown. The people won't come unless the facilities are there, and open for them to use. I have a vision of a bustling downtown every day, and weekends as well.

Nicola Henderson-Strut Nouveau

# Downtown Oshawa BIA would like to welcome the Oshawa Power to the downtown!



## *News From Economic Development*

**The Façade Loan Program** and Upgrade to Building Code Loan Program have been the most popular programs of the Downtown Improvement Plan this year. By November 2011, 6 loans have been made and another 6 are being processed. These incentive loans feature zero interest for building improvements by property owners - 25% of which is forgiven if paid within 3 years.

**GM Centre** ranks 18th in the world in Venue Magazine's Top 20 List for venues of 5,001-10,000 capacity (published in the July 2011 magazine issue).

**2011 Summer Pedestrian Counts** are complete. The most pedestrians during the morning rush (8:00-10:00am) were counted at King & Centre with a total of 1033, while King and Prince dominated the lunch rush (11:30-1:30pm) with 1860 people. The greatest increase in pedestrian movement is along King East and Bond East due to the movement of students. Athol East has dropped in activity while the "Bell Building" at 55 Athol is unoccupied while being renovated. Rumors suggest that 600 persons from HST will inhabit the building in March of 2012. The full pedestrian count maps, including information for 38 intersections, are available in PDF from City of Oshawa Economic Development.

## *Interesting Downtown Oshawa Numbers*

**11%** is the commercial vacancy rate as tabulated by N. Barry Lyon Consultants in the spring of 2011; the vacancy rate was 21% in 2006 and 29% in 1996.

**71.5%** is the projected daily occupancy for a hotel if it was built Downtown as tabulated by PKF Canada in October 2010; it was projected as 61% in 2006.

**2000** is the approximate number of UOIT university students taking class downtown from two faculties: Education and Social Science & Humanities. By 2015, the student population is projected to be 5,000 Downtown and 22,500 in Oshawa.

**5600** is the number of people working in the Downtown in 2010.

## *Reminders*

### **Snow and Ice Removal**

It is the responsibility of the merchant/member to maintain the sidewalks in front of their business. Below is an excerpt from the City by-law:

### **Snow and Ice Removal- Sidewalk**

Every Owner of a Lot shall, no later than midnight of the first day after the fall of snow or any other precipitation which freezes has ended, clear away and completely remove, or cause to be cleared away and completely removed, the snow and ice, including Windrows, from any Sidewalk on any Highway in front of, alongside or at the rear of the Lot.

If, after removing the snow and ice from the Sidewalk, any portion of the Sidewalk remains or becomes slippery from any cause, the Owner shall immediately and as often as necessary apply or cause to be applied sand, salt or some other suitable material on the Sidewalk so as to completely cover the slippery surface.

### **Snow and Ice Removal – Building**

Every Owner of a Building in such close proximity to a Sidewalk or a Highway that snow or ice may fall or flow upon the Sidewalk or Highway must, whenever snow or ice accumulates upon any portion of the Building to such an extent that it is likely to fall or flow onto the Sidewalk or Highway shall clear away and remove, or cause to be cleared away and removed, the snow and ice.

Every Owner shall take proper care and precaution for the warning and safety of pedestrian and vehicular traffic during the removal of snow and ice from the Owner's Building.