

Minutes
Downtown Oshawa Business Improvement Area
Board of Directors
April 25, 2019

Attendance: Nancy Shaw (Chair), Glen Gillett, Rick Kerr, Andrea DeSilva, Ivano Labricciosa, Cindy Malachowski, Matt Bowles

Staff: Garth Johns

Others: Kyle Benham, Sue Lupton

Regrets: Peter Stoett, Shawn Solomon

Absent: Janette Sigua

The meeting was called to order by the Chair at 8:00 AM.

1. **Declarations of Pecuniary Interest**- none
2. **Delegations** – none
3. **Correspondence** – emails from Laura Vaillancourt and Judy Herron-Graham with regard to the issue of Consumption Treatment Sites. A brief discussion about the issue ensued and the BIA needs to be ready for any future initiatives.
4. **Comments from the floor** – Rick mentioned that the water and sewer upgrades happening on Athol Street are still expected to be completed by early August
5. **Adoption of Minutes** – Moved by Matt Bowles and seconded by Cindy Malachowski that the minutes of the meeting held March 27th, 2019 be approved as presented. Carried.
6. **City's Economic Development Update and City Report (Rick Kerr, Kyle Benham and Sue Lupton)**
 - Rick noted that Kyle's article in the Oshawa Express last night was great
 - Sue mentioned that Best Media who has the 2nd floor of the BMO building is now interested in the Oshawa Live (with a new name) concept on the first floor. They have also chatted with Rick about the possibility of connecting all City arts and entertainment websites as he has previously proposed. Discussions are continuing. Matt will try to meet with them to consider several possible ways they can help the BIA
 - There is a new offer on the table for 15 Simcoe and the Moustache Club. Plans would be to continue the location as a bar
 - The Digital Mainstream program will be administered by Teresa Shaver at the BACD through the Geek Squad. That program should be ready to soon take off
 - Rick mentioned that he has been in talks with the Holiday Inn Express as well as Hans Jain to use Jain's property on Richmond Street to park tour buses that are visiting the Holiday Inn
 - The parking study should be done by August
 - We will send out a message that Ivano will craft to all members about Kyle's article

- Kyle and Sue are working getting various patios ready to open for the season
7. **Treasurer's Report**- at a macro level we are in great shape. One line item that stands out is the training line but others will balance it out over the course of the year. Moved by Matt Bowles and seconded by Ivano Labricciosa that the Treasurer's Report be received for information. Carried.
8. **Committee Updates**
- a. **Signature Events** – the Committee did not meet but plan to do so on April 29th. We have secured entertainment for Bikes on Bond and still working on doing same for Kars on King. There was some discussion about construction and whether it would be done before our major events.
 - b. **Marketing** – a number of items were discussed including:
 - We need to get the website administrator back from the US to do some work for us
 - Ivano inquired about the possibility of working jointly with others in terms of website development
 - RFP's are going out for banners, website developer etc.
 - Realtime Signs is working on proposing entrance LED signs for Downtown
 - We still are looking for MOU's with the City and UOIT for the banner program
 - A social media plan needs to be finalized but will await the arrival of the new ED
 - Further discussion on how to best fill vacant spaces
 - c. **Economic Development and Beautification** – Glen reported on the meeting held and noted that Mitch Wiskel from the City had given a update on the streetscape and furniture replacement programs. There was also significant discussion both at the Committee and at the Board with regard to Graffiti removal. Staff will arrange for a general cleanup through Goodbye Graffiti. It was also noted that we are collectively hoping that the City Bylaw people will approach the issue with property owners in a kinder and gentler way. Add to regular agendas, under Beautification a section on streetscape improvements.
9. **Executive Directors Report** – was previously circulated. No questions.

Moved by Rick Kerr and seconded by Matt Bowles that all reports be received for information. Carried.

10. **In Camera Session** – none.

11. **New Business**- the Board discussed future timing of Board meetings. Until further notice, meetings will be held on the last Thursday of the month at Core 21 at 8:00 AM.

The Chair gave a brief update on the recruitment process as it relates to the new Executive Director. After discussion it was moved by Matt and seconded by Ivano that the Chair proceed with hiring the chosen candidate and making appropriate offer of employment in accordance with the earlier in-camera meeting. Carried.

12. **Adjournment** – moved by Rick Kerr and seconded by Cindy Malachowski that the meeting adjourn at 9:40 AM. Carried.

Next Board meeting 29 May 2019 at 8:00 AM.