



**Minutes**  
**Downtown Oshawa Business Improvement Area**  
**Board of Directors**  
**March 27, 2019**

**Attendance:** Nancy Shaw (Chair – arrived at 5:20), Glen Gillett, Rick Kerr, Andrea DeSilva, Janette Sigua, Ivano Labricciosa, Cindy Malachowski, Matt Bowles

Staff: Garth Johns

Others: Kyle Benham

Regrets: Peter Stoett, Shawn Solomon

The meeting was called to order by Vice Chair Glen Gillett at 5:15.

**1. Declarations of Pecuniary Interest-** none

**2. Delegations** – Kevin Thompson and representatives of John Howard Society to arrive at 7:00 PM

**3. Correspondence** – none

**4. Comments from the floor** – none

**5. Adoption of Minutes** – Moved by Ivano Labricciosa and seconded by Janette Sigua that the minutes of the meeting held March 6<sup>th</sup>, 2019 be approved as presented. Carried.

**6. City's Economic Development Update and City Report (Rick Kerr and Kyle Benham)**

- Parking study is now ongoing. Please go online to answer survey. Parking for new facilities at 80 Bond (to start this year), Richmond Street and eventually Division will all have on-site underground parking

- The issue of a Treatment Site for drug use and treatment lost at Council last night by a 6 – 5 margin. Board members felt there should have been more discussion leading up the Council meeting. The issue may not be gone yet and if it comes up in the future, Councillor Kerr will provide plenty of notice. Zoning staff had already recommended that it should not be located Downtown. A number of factors have led to the increase in drug use Downtown. There was significant discussion that followed. The Board decided to establish a communication committee including Ivano, Matt and Janette so members can be better prepared for future issues

- Kyle shared a press release relating to the parking issue and mentioned to public
- Paul Ralph has been appointed as new CAO for the City of Oshawa

- Athol Street reconstruction is moving along well but they are running into some interesting challenges that may be expected in 100 year old infrastructure. Still expect to be finished by August



- Application period for CIP funds has now closed and 5 or 6 proposals are being seriously considered

- There will be an ecommerce webinar held on April 17<sup>th</sup> that Board members may appreciate. Kyle will send details

- BBA Architects have been hired to create an artists' conception of what Downtown may look like in the future. We expect to see something in the next month or two

- Holiday Inn has bought Wilson and Lee store and will, in time, put up another condo there

- Wendell Clarks/Yuk Yuks is set to open April 3<sup>rd</sup>

**1. Treasurer's Report**- bottom line is that we are in great shape but the year is yet young. Moved by Rick Kerr and seconded by Ivano Labricciosa that the Treasurer's Report be received for information. Carried.

## **2. Committee Updates**

**a. Signature Events** – minutes were circulated but they should indicate March 18<sup>th</sup>. Only outstanding item was the extension of Kars on King down Simcoe. Various costs and volunteer matters must still be decided. Discussion primarily revolved around the impact that construction will have.

**b. Marketing** – the committee is focusing on the areas that need attention such as website development, social media and banner replacements. Matt wants to see the UOIT design for their new banners before they are created. It was generally agreed that we need to rebrand ourselves. It was also noted that the BIA cannot be solely responsible for all marketing of the downtown as members must also do their part. There was some discussion about marketing initiatives with the City. Glen pointed out that it is important for Beautification and Marketing to work closely together.

**c. Economic Development and Beautification** – Janette noted that the streetscape furniture replacement is underway. Will include benches, waste bins, recycling, bicycle racks etc. The King Street project will soon be tendered which will cause some additional chaos but will be worthwhile in the long run. With regard to winter greenery, the wreaths have now all been removed and the planters will soon follow suit. Glen noted that work is continuing on the updated Let's Eat brochures and the City has distributed a smaller version of all eateries in the Downtown. Legend of Fazio's is now open with a grand opening scheduled for April 11<sup>th</sup>. Discussion was held with regard to how patios will be affected by construction. They may be significantly delayed.

**d. 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.



a. **In Camera Session** – moved by Ivano Labricciosa and seconded by Janette Sigua that the Board move in camera to discuss the matter of Executive Director recruitment. Carried. At this point, Kyle and Garth both exited the meeting. Moved by Matt Bowles and seconded by Cindy Malachowski that the Board rise from the in camera. Carried.

At this point, Kyle and Garth returned to the meeting and the Board was joined by Kevin Thompson who made a donation on behalf of the Show and Shine participants to Paul Dobbs and Dianna Eastwood of the John Howard Society. All parties were thanked.

The Board then discussed next steps in the visioning exercise. Significant discussion ensued with some preferring to await the arrival of the new Executive Director. Board members were asked to examine the list of potential actions previously circulated and distributed at this meeting to consider priorities. The next date for priority setting and visioning will occur on April 17<sup>th</sup> at 7:30 – 10:00 at Core 21. Kyle will arrange a facilitator.

**a. New Business**- the Board discussed future timing of Board meetings. Until further notice, meetings will be held on the fourth Thursday of the month at Core 21 at 8:00 AM. Next meeting to be held April 25<sup>th</sup> at 8:00 AM.

**b. Adjournment** – moved by Ivano Labricciosa and seconded by Janette Sigua that the meeting adjourn at 7:35 PM. Carried.

Next Board meeting 25 April 2019 at 8:00 AM.