



Minutes
Downtown Oshawa Business Improvement Area
Board of Directors
May 30, 2019

Attendance: Glen Gillett (Chair), Rick Kerr, Andrea DeSilva, Ivano Labricciosa, Cindy Malachowski, Matt Bowles, Peter Stoett and Janette Sigua

Staff: Angela Mittoni
Others: Sue Lupton
Regrets: Nancy Shaw

The meeting was called to order by the Chair at 8:09 AM.

1. **Declarations of Pecuniary Interest**- none
2. **Delegations** – none
3. **Correspondence** – Notice dropped off to members and article in Oshawa Express - both received for information.
4. **Comments from the floor** – none
5. **Adoption of Minutes** – Moved by Matt Bowles and seconded by Ivano Labricciosa that the minutes of the meeting held April 25th, 2019 be approved as presented. Carried.
6. **City's Economic Development Update and City Report (Rick Kerr and Sue Lupton)**
 - Sue mentioned that the BMO building is looking to be open in July. The owners of this building have also purchased 15 Simcoe St N
 - Purchase of 15 Simcoe and the Moustache Club has been completed and plans to start renovations are under way
 - Started an OShawa Visioning group that will look at the existing and future development. this is still in the conceptual stages but the ideas is for economic development to drive the process rather than waiting for developers to come to them
 - Phase 2 fo King Street (King from Simcoe to Ontario) is going to Council and stakeholders in the area. Hoping the RFP process will start very soon
 - Convocation - On the convocation pages for Trent and UOIT, there is either a link to the pdf or the pdf for Let's eat as everyone is told to check this page for detail on convocation. Will send a notice out to all the businesses with the dates for convocation for Durham College, UOIT snd Trent



- Request for banners for Trent and Durham College - Matt indicated that there has been a letter of agreement in the past and this is currently being reviewed. Also marketing is considering this as part of the rebranding
 - Rick indicated that council members have been asked to go on a tour of the Genosha. Looks like by mid summer the project will be completed
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. The other line is the banner removal and install, but some of what is reported here is actually banner repairs. Moved by Ivano Labricciosa and seconded by Matt Bowles that the Treasurer's Report be received for information. Carried.
8. **Committee Updates**
- a. **Signature Events** – Would like to see some sort of square built for a focal point for events in the future.
- Show and Shine - despite a bit of a disruption from one of the volunteers who tried to hijack the event, our event is running as planned. Might be nice to add an ice cream truck
 - Kars on King - added a Kids zone which will be closer to John St along Simcoe. Canadian Automotive Museum will be a part of the event.
 - Other events - **Wine Festival** - Chuck has been working on getting the wineries for this event and it is progressing well. **Summer Fest Downtown Oshawa** - This is a new event being co-organized with the Oshawa Rotary Club. **Butter Tart Festival** - adding a new category - home baked for the home bakers in the community. Looking for people to be judges for the different categories.

Ivano left (8:52)

Glen thanked Andrea for taking on the signature events.

- b. **Marketing** – a number of items were discussed including:
- At the last meeting the person hosting our website joined us. We need to look at the website as part of the rebranding. Put out and RFP for the Website.
 - Social Media - we put out a RFP which closes on 31 May
 - Banner RFP went out and closes on 31 May
 - Realtime Signs is working on proposing entrance LED signs for Downtown
- c. **Economic Development and Beautification** –
- Janette sent a presentation to everyone via email which are ideas for beautification in the downtown. One idea we are already looking into is wrapping the poles in the expanded area. The other one we want to

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explore is lighting the trees in the downtown and way finding signs, but this will take some infrastructure to be in place. One other note is that there are some sign redundancies and we want to look at reducing this if possible.

- Graffiti - we have received 2 quotes from companies. Feeling of the committee is that the BIA should not pay for graffiti removal. We can provide recommendations to or members for companies who can come in and remove the graffiti for them. What we can do is send out an email to all our members outlining that we will notify a member if we notice graffiti, but the property owner will pay to remove the graffiti.
- Graffiti wall - talked to local property owner about using their location, unfortunately this is not possible at this time, but they will let us know if any space they know of comes available. If we had this, we could work with the police to let the artists know this wall is their area to paint.

Peter left (9:24)

- Economic Development - Hold up for Let's Eat has been finding a photographer. Requested quotes and just waiting for them to come in. 10 spots are taken and waiting for confirmation from 3 or 4 more. Once we contract the photographer, it will take about a month to go to print.
- Streetscape - new furniture - has the life expectancy been taken into consideration and a plan to replace at this time. The furniture that is being replaced was put in place in the 80's and had a live expectancy of 10-15 years and they are just now being replaced.

Moved by Rick Kerr and seconded by Janette Sigua that all reports be received for information. Carried.

9. Executive Directors Report – None

10. In Camera Session – none.

11. New Business- The TV show Shitzz Creek will be filming in June (12 & 13) at Doug Wilson's Mens Wear and the old BMO building.

12. Adjournment – moved by Matt Bowles that the meeting adjourn at 9:37 AM. .

Next Board meeting 27 June 2019 at 8:00 AM.

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