



**Minutes**  
**Downtown Oshawa Business Improvement Area**  
**Board of Directors**  
**February 28, 2018**

**Attendance:** Shawn Solomon (Chair), Glen Gillett (Vice Chair), Robert Gunnyon (Treasurer), Jacob Hamayda, Gary Vaughan, Cindy Malachowski (6:30), Doug Sanders, Mehdi Nejad (6:10)

Staff: Garth Johns

Also in attendance: Kyle Benham, Sue Lupton, Erin Boshart, Mohamed Buchani (Bookkeeper)

Regrets: Nancy Shaw, Dan Hostick

The meeting was called to order by the Chair at 6:05 PM

1. **Declarations of pecuniary interest** – Doug Sanders declared a conflict with regard to the upcoming item dealing with banking services as he is a member of the Board of the AWCCU
2. **Delegations** – Mohamed Buchani, bookkeeper. Mohamed gave a brief update to the Board as to his activities since taking on the role January 1, 2018. A brief discussion and question period followed.
3. **Correspondence** – none
4. **Comments from the floor** – none
5. **Adoption of minutes** from January 31, 2018. Moved by Jacob Hamayda; seconded by Robert Gunnyon that the minutes be adopted as presented. Carried.
6. **Update from Councillor Sanders and the City's Economic Development team**
  - A staff report on free Downtown parking, similar to 2017, will go to Community Services on February 1<sup>st</sup>. It will recommend repeating the program in 2018 with an extra week added for Christmas week
  - A review of the Food Truck by-law is happening and the City is looking for input from Downtown merchants and the BIA. A major issue to consider is concern for public safety on both Regional and City roads
  - The Genosha is still being worked on but things are looking very optimistic
  - Athol Street, from Simcoe to Albert is to be closed this summer to allow Regional water and sewer line updates to happen. Doug will keep the Board properly apprised but it may clearly have impact on Kars on King
  - Oshawa Live in the BMO building is moving along nicely
  - Tellagio is now open in the old Tuto's site and starting next weekend, it will be open on weekends.
  - A public consultation meeting re: streetscaping around the Genosha and eventually beyond is to be held April 11<sup>th</sup>, likely at the Regent from 5:30 – 7:00
  - CIP window for applications closes February 1<sup>st</sup> at 4:00

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- Another franchise show is happening at the International Centre on September 8<sup>th</sup> and 9<sup>th</sup>
- Council recently passed a resolution that the City would like first claim on the Post Office Building should the federal government decide to sell it. It has 67,000 sq. ft. and is seen as a potential site for a great innovation/technology hub
- A traffic monitoring study will soon commence which is intended to measure environmental issues and impacts
- Bus terminal construction is on schedule and should soon be finished
- OPG centre on Richmond is now open but we are unsure if it is fully operational yet

#### 7. Treasurer's Report

- The Treasurer had no significant report as we have only enjoyed one month of reporting for the current fiscal year
- Moved by Doug Sanders and seconded by Robert Gunnyon that the Treasurer's report be received - carried

#### 8. Committee Updates

##### Events – Gary Vaughan

- Show and Shine starts up the first Wednesday in May following the Victoria Day weekend
- We considered an extension to Kars on King in a couple of possible scenarios, one by closing Simcoe down to John St. and another using Memorial Park and Metcalfe Street, primarily for Tuners. The possibility exists that Tuners could have a huge impact on attendance. Another option is to look at the Athol Street parking lot but that may be affected by the Regional road closure on Athol and it takes away a large chunk of available parking spots
- We plan to do a better job of arranging police coverage this year. Has already been arranged with 6 officers available from 12:00 – 6:00 and 2 more for the evening shift
- Bikes on Bond is changing its hours to 12:00 – 6:00
- Looking at different sponsorship packages and opportunities
- A suggestion was made that we use some analytics to determine how many people actually attend these events

##### New Events – Doug Sanders in Dan Hostick's absence

- Tiny Bubbles event has been moved to April 6<sup>th</sup> with pricing to reflect BIA members and non-members

(3)

- Wine Try and Buy will go again this summer on July 12<sup>th</sup> and will be essentially the same as last year with a couple of tweaks to make it even better
- We will be going again with the Butter Tart Festival to be held September 22<sup>nd</sup>. Carla, from Cupcake Goodness, won 2 awards at the recent Pickering Butter Tart Festival. There was some discussion about marketing of this festival.
- There will also be an International Wine Festival November 3<sup>rd</sup>
- Christmas Tree Lighting and the Christmas Market were very successful last year so we will be repeating them again in 2018 but adding a day and making a few other minor changes to make it even more successful.
- Some discussion followed about marketing of events and tying in with major events at venues such as the Tribute Communities Centre – provide info to attendees about where to eat, what to do etc.

**Beautification** – Glen Gillett

- Winter hanging baskets will be coming down mid-March with new flowers going up in mid-May
- New banners are being installed replacing existing with some new summer ones being prepared
- The entire matter of streetscape in Downtown was once again discussed
- The next brochure “Let’s Shop” is being readied. The photographer has been booked
- We have been working with Wendy Webber of Metroland to hopefully host a franchise show next year
- 10,000 more Let’s Eat brochures have been printed and are being distributed
- Several aspects of parking Downtown were discussed including reminding members of the parking token program, considering free parking at other times of year and the City’s plan to conduct a major parking study this summer

Moved by Doug Sanders and seconded by Jacob Hamayda that all Committee reports be received for information. Carried.

9. **Executive Director’s Report** – previously circulated but brief verbal presentation and discussion ensued. Several members commented on the positive steps being taken to improve things Downtown and even if every action is not perfect, at least we are trying and learning as we go. It was noted that we are still in need of a definite Vision for Downtown
10. **Strategic Plan Update** – nothing to report
11. **In Camera Session** – not necessary
12. **New Business** – Potential Change in Banking Services



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- Autoworkers Community Credit Union had given the BIA a proposal to switch banking services to them from the TD Bank. After discussion, it was decided not to change at this time. The preferred approach is to see first if the TD can improve their services for us, especially as it relates to investing some of our reserves.

Motion to adjourn at 8:00 PM. Moved by Gary Vaughan and seconded by Mehdi Nejad - Carried.