



Minutes
Downtown Oshawa Business Improvement Area
Board of Directors
July 25, 2018

Attendance: Glen Gillett (Vice Chair), Gary Vaughan, Cindy Malachowski and Nancy Shaw

Staff: Garth Johns

Also in attendance: Kyle Benham, Chris Parkinson (delegation)

Regrets: Dan Hostick, Doug Sanders, Mehdi Nejad

Absent: Shawn Solomon, Jacob Hamayda

The meeting was called to order at 6:10 PM. There was no quorum. As a result, the meeting was held for information only with no decisions being made or motions passed.

1. **Declarations of pecuniary interest** – none

2. **Delegations** – Chris Parkinson, Community Marketplace Television

Mr. Parkinson explained that he has had a career in technology and was a contestant on Dragon's Den where he proposed free public WiFi. The essence of his remarks was to encourage the Board (with the same suggestion for the City) to not post events on Facebook but rather, use a local alternative such as Community Network Television. The benefits as he sees them include the potential for significant revenue for the BIA with fewer advertising dollars leaving the community. This is particularly the case when we use a local Groupon which is a means of businesses leveraging one another with discount coupons. He gave, as examples, Thai Culture, Dines, Aces Automotive and Durham Fitness. The Chair stopped Mr. Parkinson at 6:35 and the questions being asked. He then thanked him for his presentation and told him he was allowed to stay at the meeting.

3. **Correspondence** – none

4. **Comments from the floor** – none

5. **Adoption of Minutes – June 2018**

As there was no quorum, the minutes remain unadopted.

6. **City's Economic Development update and City Report (Kyle Benham)**

Mr. Benham explained that there was not much to update from last meeting. However, the following was noted:

- The Region of Durham has passed their Development Services Bylaw. The City will be reviewing theirs soon with any proposed changes to be passed for early next year. The staff's recommendation will be to continue to waive development charges for Downtown initiatives
- Filming for the IT sequel is set to begin. More time is spent preparing the site than actual filming but this remains a very positive project for the City of Oshawa
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- Developments at 80 Bond, Division, Richmond are all looking to final approval and work to commence shortly
- Recycling Council of Ontario is working on a pilot project in the Region with the BIA being one of the participants. That project is commencing for the next 4 months
- Our public art plan is now in place with a neutral oversight committee in place to see it through to completion
- A Mobility Hub Traffic study is about to commence starting with the proposed Go Station on 1st avenue. The Region and the City will jointly work on the study with input from Metrolinx. The purpose is to figure out how to connect all of the various elements of public transit, train travel, vehicular and pedestrian traffic all of which must contemplate the upcoming parking study.
- The Genosha project has received the go-ahead but they are still working on their general contractor and all trades

7. **Treasurer's Report** – Cindy Malachowski

The financial statement for June 2018 was previously circulated. The major discussion revolved around the huge unexpended budget for beautification. Approximately \$25,00 of this budget will be spent on winter greenery. Also, we are working with OPUC to determine how we can get more hanging baskets on streets within the expanded boundaries. Otherwise, there are challenges forthcoming with getting furniture, planters etc. on some of the side streets because they are simply too narrow. All of this is being considered as part of an overall Downtown revitalization project.

8. **Committee Updates**

Signature Events - Gary Vaughan

- Show and Shine has been enjoying good crowds with 2 main vendors. We have enjoyed 2 Tailgate nights with wings at Downtown eateries and these have gone well
- Bikes on Bond is ready to go. We expect 20 – 25 vendors that day.
- Kars on King is also ready to go. Nancy noted that the Chamber will not be having its annual kickoff bbq this year but have turned that over to the Autofest people.
- There was some discussion about both events including a question regarding why we don't have our own beer garden during each. The answer was that, generally, our purpose is to promote business for Downtown establishments and not to compete with them

New Events – Garth Johns briefly on behalf of Dan and Doug

- Wine Festival was a success and we look forward to having another one next year
- The International Wine Festival is scheduled for November 3rd and the Butter Tart Festival for September 22nd



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Economic Development/Beautification – Cindy Malachowski/Glen Gillett

- Discussion continued with regard to the Recycling Council pilot project as well as the garbage tote program.
- We will consider doing brief videos for each shop included in the Let's Shop brochure but fuller discussion needs to be had by the Marketing group

9. **Executive Director's Report** – previously circulated

10. **Strategic Plan Update** – nothing to report

11. **New Business**

The proposed budget for 2019 is almost finished. It will be circulated to all Board members well in advance of the August meeting. Hopefully, it will be passed by the Board at that time for recommendation to the membership at the AGM on September 13th.

It was suggested that we get more information to the Visitors' Centre such as posters, event guides, brochures etc. Garth will arrange to take some to the Centre in the next week.

12. **In Camera** – not necessary

The meeting adjourned at 7:45.