



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

Attendance: Shawn Solomon (Chair), Glen Gillett (Vice Chair), Jacob Hamayda, Gary Vaughan, Cindy Malachowski (6:30), Doug Sanders, Nancy Shaw, Dan Hostick

Staff: Garth Johns

Also in attendance: Kyle Benham, Sue Lupton

Regrets: Mehdi Nejad, Robert Gunnyon

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

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

Note: At this time, the Chair asked for a motion to move the Board to in-camera to discuss a matter pertaining to a Board member. Moved by Nancy Shaw; seconded by Jacob Hamayda. Carried. Moved by Glen Gillett; seconded by Jacob Hamayda that the Board move out of camera. Carried. The Board returned at 7:20.

3. **Correspondence** – A letter of thanks and appreciation was received from Donna Loback, Founder/President of Community Builders Network of Hope.
4. **Comments from the floor** – none
5. **Adoption of minutes** from February 28, 2018. Moved by Cindy Malachowski; seconded by Dan Hostick that the minutes be adopted as presented. Carried.
6. **Update from Councillor Sanders and the City's Economic Development team**
 - Council has approved a free parking initiative for 2018 that is similar to that approved for 2017 plus the week of Christmas
 - It appears as if the Genosha project is back on track. There had been delays as the developer appealed the application of Education Development Charges but that has now been resolved so the project should now be good to go.
 - The BIA levy is to be discussed at Finance Committee on March 29th. It is slightly higher than 2017.
 - Athol water and sewer lines will be replaced this summer between Centre and Albert. The project will take several months to complete and will almost assuredly impact some of our events but we will try to maintain pedestrian north/south crossovers
 - The Streetscape options were discussed as well as the 3 open houses to be held at La Quinta April 11th. The Board asked that staff remind members to encourage as much participation and feedback as possible. The BIA should also take a position on which option we prefer.



downtown Oshawa

H E A R T B E A T O F T H E C I T Y

- AMO has designated Oshawa as the recipient of \$170,000 for downtown streetscapes/façade improvements. Staff will be recommending it be put into streetscape initiatives. Goes to Development Services May 28th.

(2)

- Over 300 food truck owners were consulted regarding new by-laws affecting them and ultimately Downtown. This will affect both permanent and temporary license procedures. A report is going to Corporate Services.
- A bike sharing service is being explored for Downtown. However, details are yet to be sorted out.

7. Treasurer's Report

- there was no report available in the Treasurer's absence. However, financial statements were available and had previously been circulated to all Board members for their information.

8. Committee Updates

Events – Gary Vaughan

- Show and Shine starts up the first Wednesday in May following the Victoria Day weekend
- Progress is being made on Bikes on Bond and Kars on King
- Gary circulated a proposed Members Only Promotional Opportunity document that identified 6 levels of sponsorship that members could consider for events, social media, publications etc. After a great deal of discussion it was decided to offer members 3 options for sponsorship - \$50; \$100 and \$150. Details will be worked out and shared with members.

New Events – Dan Hostick

- Tiny Bubbles event has been moved to April 6th with pricing to reflect BIA members and non-members. Board members are encouraged to attend.
- Tailgate parties have now wrapped up for the year. Though they have been reasonably good, there is still much work to be done. We will try again for next season and refine the process a bit more
- Wine Try and Buy will go again this summer on July 12th. AWCCU will be acting as a key sponsor for this event.
- 2 summer markets are to be held in conjunction with Music in the Park with one being July 19th and one on August 16th.
- We need to reinvigorate the Walk of Fame program that the Rotary Club has now taken on. Garth is to follow up with Rotary.
- We will be going again with the Butter Tart Festival to be held September 22nd.



- There will also be an International Wine Festival November 3rd

(3)

Beautification – Cindy Malachowski

- The City looks after the summer flowers in the hanging baskets and new flowers will be planted in mid-May
- Board members were reminded of Communities With Brooms and the BBQ at Colin Carrie’s office following cleanup. The event is scheduled for April 25th from 11:30 – 1:30.
- Both Cindy and Garth addressed a potential “clean up crew” initiative with the CMHA. It could be very exciting. Details to follow.
- The Public Art master plan is proceeding with a survey now available on-line. Please fill out a survey and let the City know your thoughts.

Economic Development

- We are continuing to work on the “Let’s Shop” brochures
- 10,000 more Let’s Eat brochures have been printed and are being distributed
- There has been some renewed interest in pop up shops and we will continue to work with those interested.

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

Moved by Dan Hostick and seconded by Doug Sanders that all reports be received. Carried.

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

11. **In Camera Session** – nothing further

12. **New Business** –none

Motion to adjourn at 8:40 PM. Moved by Gary Vaughan and seconded by Dan Hostick- Carried.