



Board of Management of Oshawa Downtown  
Business Improvement Area - City of Oshawa  
Marketing Meeting  
**Virtual Meeting**  
8 July 2020

**Agenda**

In Attendance: Matt Bowels, Isaac Musial, Cindy Malachowski, Taylor Flood, Roger Ragoonath and Angela Mittoni

Start 10:11am

1. Welcome – Call to Order
2. Open of General Meeting
3. Acceptance of Agenda
  - Motion by Cindy to accept the agenda**
  - Second by Isaac**
  - Carried**
4. Declaration of Conflicts
  - None
5. Approval of Minutes
  - Motion by Isaac to approve the minutes**
  - Second by Matt**
  - Carried**
6. Acceptance of New Committee Members - if any
  - Cindy will be joining the committee
7. Marketing Budget Update
  - Discussion of the budget for the remainder of 2020
8. Social Media/COVID Activities and Updates
  - a. Photo shoot
  - b. Video
9. Website Update
10. Communications Planning
  - Discussion on what this should involve
11. Marketing Campaigns
  - Discussion on what we can do for the remainder of 2020
12. Digital Main Street Update



13. Considerations for 2021 budget  
Start discussion on Marketing for 2021

14. New business  
- None

15. Adjourn  
**Motion by Isaac to adjourn**  
**Second by Cindy**  
**Carried**

End 11:37 am

Next Meeting 12 August 2020, 10 am location TBD