



Downtown Oshawa Business Improvement Area  
~ Minutes of Monthly Meetings ~

March 18, 2008 BIA Minutes  
12 ½ Simcoe Street, Oshawa Ont. L1H 4G2

**In Attendance**

Cathy Coxhead	Chair
Laura Vaillancourt	Vice-Chair
Anna Visconti	Treasurer
Tony Vander Barren	Director
Giacomo Bruno	Director
Jackie Simkin	Director
Louise Parkes	Councillor, City of Oshawa
Darryl Sherman	Advisor

**Members in Attendance**

Shelby Quashie	Earth Tones
Wes Evans	Wes Side Studio

**Absent**

Val Foster	Advisor
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**Meeting called to order by Chair, Cathy Coxhead**

The Chair asked the committee if anyone had any declarations of pecuniary interests.

None were noted.

Cathy Coxhead reported on the Mayor's luncheon.

She was happy to report that Mayor Gray put a lot of emphasis on the revitalization of the downtown and that he spoke in reference to the downtown as an on going priority for the City of Oshawa.

Cathy Coxhead reported on the Economic Trade Breakfast. She reported that the speaker, Minister Papatella delivered an excellent speech about the future of General Motors and the economics of Ontario in general as being very positive.

The Chair asked for approval of the agenda. **Motion 3:01** was made by Anna Visconti to accept the March 18/08 meeting agenda, seconded by Louise Parkes.

### **Carried**

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### **Treasurer's Report**

Laura Vaillancourt noted that there wasn't any money allocated in the 2008 budget for the continuance of the UOIT Welcome Reception. Anna Visconti replied that at the time the budget work was being completed in October 2007, it was felt that the reception may not be the best way to introduce the new faculty to the downtown.

Louise Parkes asked the Chair to allow her to report to the committee on news about UOIT before deciding on whether or not the reception would continue. The Chair agreed to hold off on further discussion about the UOIT reception until Councillor Parkes could report later on in the meeting.

The Chair asked for approval to accept the February 2008 financial report. **Motion 3:02** to accept the report made by Anna, seconded by Louise Parkes.

### **Carried**

Vivian Sled asked the committee to approve the purchase of a new computer system. **Motion 3:03** made by Anna Visconti to set a budget of \$2000.00 for a new computer system, complete with a new monitor, seconded by Tony Vander Baaren.

### **Carried**

### **Correspondence Received**

Vivian Sled brought a letter of renewal forward from Worden Insurance for the Board to discuss. Anna Visconti offered to get an additional quote for comparison purposes, and Darryl Sherman advised that Worden Insurance should be given the chance to match the quote should it be a more competitive price.

The Oshawa Valley Botanical Garden committee requested financial sponsorship from the Board. The Board declined to provide any financial support to the OVBG, but were happy to help promote the event to the downtown community via email, website link, and newsletters.

Other correspondence received and filed for information purposes:

Winter Lights certificate  
Chamber of Commerce events  
TD Bank invitation to an economic breakfast  
Special Olympics gala information  
Mayor's golf tournament information  
Darlington Nuclear newsletter

**Downtown Development Officer's Report (David Tuley)**

David Tuley reported that Economic Development is working on another piece of literature that will promote Oshawa. It will be a recruitment piece for new business with the TD Bank sponsoring initiative. The piece should be ready for early April, with 5000 copies being distributed to a variety of community partners.

Jackie Simkin joined the meeting at 6:25pm

**Councillor Parkes Report**

Louise Parkes reported on the public meeting that took place on March 17/08 regarding the proposed amendment to the City of Oshawa official plan. The purpose of the amendment to the plan is to add a new policy to the Central Business District policies to identify criteria for determining permitted uses along the main shopping and pedestrian streets, in order to promote a high quality retail and pedestrian-oriented environment. Councillor Parkes urged the Board to send a letter of endorsement to the City in support of the amendment, and to include positive impact statements from the business members.

The new subsection to Section 2.2.2 is as follows:

2.2.2.6 The City shall promote a high quality retail and pedestrian-oriented environment along the main shopping and pedestrian streets within the Central Business District. The following criteria shall be generally used to determine permitted uses along the main shopping and pedestrian streets in the Zoning By-law:

- (a) Create pedestrian activity;
- (b) Street-oriented uses on the first floor;
- (c) Generate business activity;
- (d) Compatible with other permitted uses;

- (e) Avoid an undue concentration of uses that reduce the quality of the pedestrian environment; and
- (f) Contribute to a positive downtown image

Councillor Parkes also reported on the progress of the Regent Theatre, stating that the work is moving along very well with the vestibule expected to be completed by mid to late April 08. Councillor Parkes also advised the Board that the new owner of the Regent Theatre, Glyn Laverick, received an industry award for the Danforth Music Hall in Toronto, and should be congratulated by the Board.

Councillor Parkes reported on the City's plans to build a hotel in the downtown, by advising that the project is still very much alive and that City is close to completing the deal and making a public announcement about the build.

Councillor Parkes reported that as per the front page article in the Oshawa This Week, there are some extremely positive discussions taking place between the City and UOIT about utilizing space in the downtown. An announcement by the Mayor is pending providing the deal is completed to everyone's satisfaction.

Councillor Parkes also reported that she has received word that a high tech firm has been considering the downtown as a location for their business. Discussions about parking issues and proposed resolutions to the parking concerns took place, with Anna Visconti and Louise Parkes sharing ideas about different areas that could be utilized for parking.

Councillor Parkes reported that the Downtown Action Committee had been disbanded by Council and that their funding was being held until Staff could report back to Council with recommendations. It was confirmed that the new owner of the Oshawa Jazz & Blues Festival, Becky Choquette presented to the Corporate Services committee for a portion of the DAC funding.

Further to her report, Councillor Parkes advised the Chair that she has received very positive feedback from senior City staff about the manner in which the Board of Management maintain and report on their financial records. She suggested that the Chair should continue her practice of contacting Lon Knox should the Board require expert procedural advice.

### **Committees & Meetings**

Tony Vander Baaren and Wes Evans updated the Board on the direction they would like to take regarding the creative for the commercial shoot for Channel 12 and Rogers Television. The commercial will be directed and shot by Tony and Wes in an effort to come up with a signature style commercial and jingle. Tony and Wes described the story board for the commercial and asked the Board for their participation on March 29/08. Vivian to meet with Tony and Wes to help coordinate the locations, models, food, etc., and to arrange for the Board members to help where needed.

Tony Vander Baaren and Giacomo Bruno reported on the progress made with the new downtown logo and new website. Six different logos were reviewed and critiqued by the Board, with Giacomo recreating the most popular choice with a more vivid colour scheme. The logo is to be circulated to the Board for their final approval the next day, as the print deadline is April 1/08.

The website home page was reviewed, with Tony outlining the coordination of the page with the new logo. As the website is being built, the Board will receive updates via email requesting their comments as they receive the documents, so that the new website can be ready for presentation at the April 16/08 meeting.

Anna Visconti reported on a meeting she had with Brad Rosnak regarding the floral program for downtown Oshawa. Anna explained that the City is looking a new ways to hang baskets on the poles and new ways to include the ground as part of the program. Anna has asked Vivian to coordinate a list of areas where the planting can take place on the ground, and to arrange a meeting with the Members of those locations so that they participate as a partner in the program.

Anna also brought forward a winter floral program idea she would like the Board to consider. She would like to bring a group of downtown volunteers together to start the winter segment this year, pending costs for the materials she is having priced.

Laura Vaillancourt reported on the first meeting for this years Sidewalk Sale, outlining the basics of the event and some of the plans that were discussed re entertainment, tent rentals, table rentals, vendors, community groups, advertising, etc. Laura advised 3 merchants attended. Vivian to provide a full report to the Board outlining how the \$5,000.00 budget will be allocated for the event. Next Sidewalk Sale meeting is scheduled for April 14/08.

### **Downtown Business Development Manager's Report**

Vivian Sled presented an advertising schedule to the Board for the Toronto Star, for a total of 16 half page ads as part of the 2008 Mixed Media Campaign. Ad dates and event dates were reviewed and a final arrangement made to make use of the ad space from May 2008 until December 2008. Vivian also reported that the Toronto Star has come forward to offer a \$500.00 sponsorship for the Property Owner's Meeting scheduled April 16/08, which will be used for beverages and snacks at the meeting.

A proposal from the new rep at Oshawa This Week, Jennifer Reesor, was brought forward for the Board's review. The Board suggested that the style of advertising Ms Reesor was recommending be used at a Merchant level for their own in-store promotions, and that the Board utilize their mixed media commitment amount to advertising events such as the Sidewalk Sale, Autofest and Shop & Win.

Vivian also reported that Heather Dunn, Communications for the City of Oshawa has agreed to circulate media releases about grand openings, events and other newsworthy items internally at City, on behalf of the downtown. In exchange, Vivian will be forwarding all media releases etc. received from the City to the Merchants via the Board's website email feature.

Vivian confirmed the Property Owner's meeting for Wed. April 16/08 for the purpose of bringing the Members/Owners together to review the 2008 budget (not yet approved by City), the mixed

media campaign and the new website launch. A proposed agenda was passed around to the Board for their review. A location for the meeting will be determined once the rsvp's start to roll in.

At the last meeting, a booth at the Chamber of Commerce event being held in May was undecided by the Board. After further discussion, the Board decided it would be a positive step to have a booth at the event in order to promote commercial space, and to promote the downtown in general.

Laura Vaillancourt offered to man the booth, as did others. The Chair asked Vivian to prepare a schedule so that the task is shared. David Tuley was asked if Economic Development was participating or would consider sharing with the Board, to which he said he would check and get back to Vivian about their plans. **Motion 3:04** was made by Laura Vaillancourt for the Board of Management to secure a booth at the Chamber event in the amount of \$200.00, seconded by Louise Parkes.

### **Carried**

Vivian also reported that the fire hydrant festival would be taking place a little later this year, as Mr. Wildman from O'Neill Collegiate was having some programming challenges. Artist Wendy Wallace is working at O'Neill this year and came forward to get permission to paint some of the vacant store windows. Vivian made arrangements for Wendy to speak with Nick Fazio as they wanted their windows done if/when the opportunity arose.

Vivian reported that the new Greek restaurant, Parthenon's had a great grand opening with Mayor John Gray making it official on March 13/08.

Strut's will be reopening under the new ownership of Nicola Henderson, with her grand opening scheduled for April 1/08. The Mayor has confirmed his attendance.

### **New Business**

Cathy Coxhead reported to the Board, that the Mayor had responded to her letter regarding the DAC funding, by advising her that he would direct staff to provide the usual funding to the DBOM that they would have received from DAC for the Autofest event. Cathy reminded the Board that they are scheduled to present to Council on March 31/08 pertaining to event funding.

Anna Visconti brought a proposal forward to the Board from Becky Choquette, Springboard Music, new owner/operator for the Oshawa Jazz & Blues Festival for discussion. Anna asked the Board to consider backing Springboard in their efforts to return the festival back to its place of origin in the downtown. The Board showed interest in having the festival events happening in the downtown and asked Anna to collect more specific details of what is being put on the table. Vivian stated that Becky told her that she was working closely with Riley's to put two main events in his location, and that she would like to present a Latin & Jazz event at the Big Sexy, as well as moving the Memorial Park event into the downtown at the four corners.

Anna also reported that through a third party, a contact from Halifax has shown interest in building a condominium development, and is visiting Oshawa on March 25<sup>th</sup>. to discuss opportunities with Economic Development.

As additional new business, Cathy Coxhead advised the Board that Tony Vander Baaren had a draft document he wanted to present for their review. Vivian reminded the Chair that Laura Vaillancourt had agreed to present measurables pertaining to the marketing plan that the Board agreed to create as part of the mixed media initiative. Upon learning that Laura was not prepared to present, Cathy gave Tony the go ahead to present his draft document, which was a detailed report of a proposed marketing plan for the Board. Since there were only two copies of the document available, Tony was only able to run the Board through the outline he was proposing. Tony agreed to circulate the draft document to the Board for further review so they could comment, make inquiries and suggestions, with the document being presented at the April 16/08 meeting for the members to adopt.

In response to the UOIT report from Councillor Parkes, Laura Vaillancourt asked the Board if a discussion could take place regarding the continuance of the UOIT welcome reception. Although the Board wants to welcome and invite UOIT's new faculty each year, the way in which the past receptions have taken place and the results of those receptions were discussed thoroughly. The attendance is not climbing as expected and with the exception of just a few, the downtown Merchants don't come out. Sponsorship concerns were addressed, the Board's commitment to the bursary was addressed, and the idea to include the Regent Theatre as a community partner and reception location was addressed. The Board could not make a final decision on the reception and asked to have the item deferred until Councillor Parkes could meet with the Regent. A committee was not formed, nor was there a financial commitment made by the Board as they could not determine the best way to proceed until further talks had taken place.

Laura Vaillancourt brought discussion forward regarding the 2007 AGM, requesting that a committee be formed to start preparing for the reception. Louise Parkes suggested that the AGM be moved from the month of June to September 2008 so that the Board is prepared to include budget recommendations to the Membership prior to submitting to Council for approval. The Chair asked the Board to consider the change of date and to provide suggestions to her regarding a suitable date, location choices, agenda items, guest speaker recommendations, etc. A committee for the AGM reception was not assigned.

Cathy Coxhead presented Jackie Simkin with a reminder notice that everyone must follow the Codification of Policies and Procedures as adopted by the Board of Management in January 2008, and refrain from contacting City staff unless it is vetted through the Chair of the Board.

Jackie Simkin accepted the letter and responded that she would be going to the Ministry to lodge a complaint that the Board does not have the right to place members under these kinds of policies (*specifically #5 of the Codification which reads "only the Chair will contact City staff, the public, media or any other entity on behalf of the Board or on issues pertaining to Board business"*).

David Tuley reminded Jackie Simkin that the Board does not have the authority to contact MAH, and that if she is planning on contacting them she must go through City channels to do so. David reminded the Board of Laura Vaillancourt's call to MAH last summer and the MAH contacting David to advise him of the correct protocol. Jackie challenged David's comment and David advised he would be happy to provide the email supporting his comments.

Further to the discussion in place, Darryl Sherman asked the Chair if he could address Jackie and Laura in reference to their continued actions of contacting City staff without going through the Chair, and what the implications to the Board are. Darryl suggested that since the Codification had been adopted in January 2008, that everyone on the Board follow the rules, and that in particular Jackie and Laura must agree that they will no longer continue to go around the Chair and go directly to City staff. Only Jackie agreed that she would stop and would bring her issues to the Board in the future.

When asked why she went to City recently about budget issues, Jackie commented that she needed to feel comfortable that her liability as a Director was not an issue. The Chair asked if she would like to make a formal request to have the City determine if the Board was in compliance with the Act, and Jackie said yes. The Chair instructed Vivian to contact Lon Knox to ask advice on how to maintain compliance with the Act, in reference to Jackie Simkin's recent budget concerns, and to report back to the Board as a whole once the City had provided their comments.

Meeting adjourned at 10:00pm by Louise Parkes.

<p>Next meeting scheduled for Wed. April 16/08 as a Membership meeting with all Merchants and Property Owners invited to attend.</p>
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