



Downtown Oshawa Board of Management www.downtownoshawa.ca
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Minutes of Monthly Meeting – October 14/2009

Director's and Advisor's in Attendance

Cathy Coxhead	Chair
Tony Vander Barren	Vice-Chair
Anna Visconti	Secretary/Treasurer
Giacomo Bruno	Director
Jackie Simkin	Director
Louise Parkes	Councillor
Darryl Sherman	Advisor
Val Foster	Advisor
David Tuley	City of Oshawa

Merchants in Attendance

Peter Triacus	Property Owner
Nikki Henderson	Strut Nouveau
Ian Tweedle	Strut Nouveau
Laura Vaillancourt	Doug Wilsons

Meeting called to order at 6:00pm by Chair, Cathy Coxhead.

A call for declarations of pecuniary interests was made by the Chair.
Tony Vander Baaren made a declaration of pecuniary interest in budget matters pertaining to the mixed media campaign for 2010.

Approval of Agenda

Chair, Cathy Coxhead asked to have Louise Parkes and David Tuley's reports added to the agenda.

Motion 10:01 to accept the October 2009 revised agenda was made by Louise Parkes, seconded by Tony Vander Baaren.

Carried

Approval of Minutes

Motion 10:02 to accept the July 29/09 Board minutes made by Tony Vander Baaren, seconded by Louise Parkes.

Carried

Secretary/Treasurer's Report

Motion 10:03 to accept the July, August and September 2009 financials made by Tony Vander Baaren (in Anna Visconti's absence), seconded by Jackie Simkin.

Carried

Review and discussion of the 2010 proposed operating budget

A draft budget was given to the Director's and to the visiting merchants for their review and discussion. Darryl Sherman, Advisor to the Board lead the discussion as the Secretary/Treasurer had sent word that she would be late for the meeting.

Jackie Simkin Pointed out that the actuals run different then their budgeted amounts, and that she feels the 2010 budget should more accurately reflect the 2009 actuals. Recommended that the amount budgeted for salaries be reviewed, and that the cost of events be broken down in regards to the advertising campaign.

Vivian Sled Agreed to break down the departments to shown the variance between actuals and budgeted amounts, and to circulate to the Board for further review, reminding them that the deadline to submit the proposed operating budget for 2010 was Nov. 13/09.

Further discussion followed regarding the 2010 budget, with recommendations for other projects to enhance the downtown.

- Louise Parkes Offered ideas, outlining new budget items for consideration for 2010.
- a) Bond Street beautification
 - b) Downtown gateway beautification at McMillan & King
 - c) Victoria Street closure as a muse for the Regent Theatre
 - d) 4-sided print media banners
 - e) Graffiti removal
- Laura Vallaincourt Feels that Bond is known as, and will always be known as the “back alley” of King until a two-way street system is in place.
- Darryl Sherman Brought forward banner expense as part of the budget discussion, clarifying some of the projected figures shown with Vivian.
- Jackie Simkin Asked what the value/impact was of the promotional campaign, citing that there were no tangible results.
- Tony Vander Baaren Advised the Board that the Membership had shown support for the mixed media campaign when presented to them at the AGM.
- Louise Parkes would not dismiss the impact of the mixed media campaign. Feels that the positive changes that have been awarded to the downtown in general are the direct result of a higher profile, which came out of the promotional campaign, re new logo, website, award winning commercial, etc.
- Ian Tweedle Suggested an on-line survey be completed, offering to research options.
- Vivian Sled Welcomed the assistance regarding the survey, suggesting that it must be something the Membership would respond to vs no participation by the majority of them.
- Jackie Simkin Asked when the 2010 program overview would be presented to the Membership. She further commented that the lack of participation from the Membership should be addressed in 2010, and that the services segment of the downtown should be embraced more fully in an effort to tap into their client base for the purpose of increasing sales in retail and restaurant locations.

The Chair thanked everyone for their input and closed the budget discussions, giving Vivian a directive to circulate the revised budget for final review before submitting to City.

Councillor Parkes Report

Councillor Parkes reported that London Properties was working out a deal to purchase the Regent Theatre. In partnership with UOIT, the theatre would be used in the daytime for classes, lectures, seminars, etc. and also used as a full performance facility at night. News of UOIT becoming involved means that several hundred new students will come into the downtown on a residential and classroom level.

Information about the Metrolinks initiative, re GO train service within the downtown corridor has been positive. Plans to have a bus link into the downtown and to the university are also being considered as part of the overall strategic transit plan. David Tuley added that the Durham Region rapid transit model is similar to York Region.

DARCO has been given until June 2010 to break ground on the hotel site.

Genosha moving along well ~ scheduled to be finished in September 2010.

Anna Visconti arrived at the meeting

David Tuley's Report

Downtown Development Officer, David Tuley advised the Board that he has been meeting with the city advisory committee for accessibility, having noted that public facilities are their immediate mandate.

Durham College has added a culinary program for 2010, with plans to include training and instruction within the downtown.

The Downtown Action Plan is being revisited.

David plans to meet with downtown stakeholders to further discuss issues, and to collect recommendations before presenting a draft in January 2010 to Council.

Director Vacancy

The Chair advised the Board that Nikki Henderson and Deborah Robitaille had both been nominated for the vacancy position at the 2008 AGM, held September 16/09 at Fazios. Deborah Robitaille nominated Nikki Henderson and Walter Dudar nominated Deborah Robitaille. Both women accepted their nomination and City had been advised accordingly. Ratification by Council to take place November 9/09.

Promotions & Marketing

Mixed Media Campaign

Giacomo Bruno presented an idea for the 2010 Mixed Media Campaign for print and television advertising, whereby the slogan “We Are Downtown” would encompass the personalities of downtown, putting a face to the downtown by using the business owners on a visual level allowing their persona to draw people into the downtown as a result of the “I am” vignettes that would be produced.

The overall idea was well received by the Board. Jackie Simkin thought it would be well integrated, especially if including the services sector. Peter Triacus compared the idea to the success Nascar has had by using their drivers in their advertising campaign instead of corporate sponsors.

Laura Vaillancourt did not support the idea entirely stating that print advertising was in decline and that the Board should consider a hotter medium such as Twitter, etc. Giacomo explained that the end result would be linked to the downtown website and other external sites such as Twitter.

Downtown Virtual Tour

The idea of including a virtual tour of the downtown central business district was discussed. Vivian was asked to collect up to three quotes for the Board to review. The idea was met with a positive response and was to become part of the media campaign for 2010 should the project be approved by the Board once the quotes had been received and reviewed.

Cultural Revitalisation

Wil McGuirk was to attend the meeting to discuss an idea he wanted the Board to consider, re video blogging, written articles about the downtown on an arts and cultural level. Unfortunately Wil’s train ran late and he did not make it to the meeting on time.

2009 Christmas Promotion

A brain storming session took place reviewing the last two years of Shop & Win and the logistics of the promotion, including the satisfaction of the downtown merchants, the overall participation, the costs and the work involved.

Nikki Henderson brought an idea forward to have a Midnight Madness event, stating that she would try to find at least ten merchants that would get the ball rolling. Vivian agreed to work with Nikki to put the word out and to come up with an overall idea for Shop & Win 2009 that would include an on-going event, the Midnight Madness event and an Oshawa Generals event throughout mid Nov. and half of Dec.

Other Business

MPAC Update

Darryl Sherman updated the Board on the tax assessment work being done by Charles Benton of the Altus Group.

After much discussion regarding whether or not the Board should continue to coordinate and pay for the services of the Altus Group, it was agreed that at this juncture the property owners themselves would have to pick up the slack should they wish to continue with an appeal.

Motion 10:04 was made to pay any outstanding invoices received from the Altus Group up to and including what was on file as of October 14/09 to a maximum of \$2500.00 by Tony Vander Baaren. Seconded by Jackie Simkin.

Carried

Motion 10:05 was made by Jackie Simkin that property owners be advised that all property tax appeal admin costs to date (including filing of appeals but not the cost of the appeal) would be paid for by the Board, and that anyone wishing to continue with their appeal would need to establish an account with their own tax consultant, and pay for services rendered on their own. Seconded by Louise Parkes.

Carried

Leisure Guide Advertising

Motion 10:06 was made by Jackie Simkin, seconded by Giacomo Bruno to advertise in the Spring & Summer 2010 Durham Region Leisure Guide.

Carried

UOIT/DC Welcome Reception

Discussions about whether or not to donate funds to this years UOIT bursary were brought forward. Concerns about using the Members money for something they may not approve was discussed, as well as the fact that there had been no planned fundraising initiative scheduled for the 2009 bursary.

Councilor Parkes suggested the Board consider using the annual sidewalk sale and annual Autofest event as ways to raise funds for the 2010 bursary, stating that the gift agreement between UOIT and the Board was in the best interest of the Downtown and their efforts to develop a relationship with the university.

Motion 10:07 was made by Tony Vander Baaren, seconded by Louise Parkes to donate \$2000.00 from the reserve funds to bring the total donations from April 2007 to December 2009 to \$8559.00.

Carried

Motion 10:08 to adjourn made by Louise Parkes, seconded by Giacomo Bruno.

<p>Next meeting Wed. Nov. 18/09</p>
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