



28 September 2017 Annual General Meeting Minutes  
Downtown Oshawa Business Improvement Area CORE21  
21 Simcoe Street South  
8:30 am - 10:30 am

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BIA members in attendance:

1. Cindy Malachowski
2. Lynne Denniston
3. Wendy Giroux
4. Paul Dobbs
5. Matt Bowles
6. Glen Gillette
7. Jayson Phol
8. Dave Saliba
9. Matt Cronin
10. Janette Sigua Giroux
11. Lisa Cooper
12. Roslyn Warner
13. Cindy Logan
14. Shawn Solomon
15. Robert Gunnyon
16. Eric Guernsey
17. Laureen Brown
18. Jacob Hamayda

Lord Simcoe Building  
Kelly Greenway Bruce  
Durham Region Association of Realtors John Howard Society  
Lovell Holdings  
Gillette Car Cleaning  
The Homes by Jay Team  
Durham Regional Police Services  
Their Opportunity



Dream Blooms  
Coopers Auto  
Art Affairs  
Saver Pharmachoice  
Comic Alley  
Laser Xtreme  
Office of Colin Carrie MP  
Brown's Property Rental  
15 Sports & Grill

Regrets for at the Board:

Dan Hostick, Medh Nejad, Nancy Shaw and Gary Vaughan  
Non-members in attendance: Kyle Benham, Janice Calder,  
Rhonda Foskett, Randy Gill, Garth Johns, Sue Lupton, Tom  
Melnik, Angela Mittoni and Doug Sanders

Meeting convened at 8:38 am

Brief greeting and introduction of the board members present  
by the chair, Shawn Solomon.

Brief introduction by S/Sgt Melnik. He is new to downtown  
Oshawa.

Motion by Lynne Denniston: To accept the Minutes from 2016  
AGM. Second by Paul Dobbs. Carried.

Motion by Glen Gillette: To accept the Audited Financial  
Statements. Second Lynne Denniston. Carried.



## Director's Reports

Events, Marketing and New Events presented by Doug Sanders

Once again for the signature events, we have had many positive comments. Bikes on Bond and Kars on King brought thousands of people to the downtown.

The Wine Festival held at the RMG this year was a big success. We changed the date from September to July.

Show and Shine was once again well received with an average of 100 cars in attendance each night.

7 October, we will be hosting a Butter Tart Festival. This will be in the same location as the Show and Shine - City Hall staff parking lot.

Christmas event - we are working on another event where corporations decorate trees. Members of the public can bid on their favourite tree. Winning bidder gets the tree. This is a fundraiser where the funds will go to The Back Door Mission. Trees will be decorated and on display starting 17 November until 2 December when the winners of the bids will be announced.

Please note that the BIA's rotating parking will be going on from 27 Nov to 1 Dec with the last day close to Gallery 67 at the corner of Richmond and Simcoe in hopes to get more people to come down and place their bids on the final day.



We are always open to new events, especially ones that will encourage families to come downtown.

Banners - we will be changing the banners to a new banner in the spring. We sent out an RFP and have selected a company to make the banners. Graphics are still being refined. Once again, UOIT will be sharing the banner space and costs with the BIA, following the same pattern as before.

The Legion has started a new 10 year banner program. This is where families can purchase a banner to honour a family member. This is the first year and it is anticipated that there may be 20 banners with more banners each year being added. The Legion is expecting that there will be 130 or 140 banners in total. Banners will be up for a 2 week period prior to the Remembrance Day Parade and a couple of days following the parade. The placement of the banners will follow the parade route.

Matt Bowles- asked if we have any specific metrics that we use to determine the return on investment for money spent for each of the events. Discussion followed.

Matt Bowles - inquired about the amount invested in the sidewalk sale. Notes that the BIA put in around \$100 towards this event and it was run by members.

Paul Dobbs - suggested that perhaps having drone footage could help us to estimate the amount of people attending an event as it is impossible to count all the people who are at the event. There are so many entrances into the events, it is difficult to determine count as people enter the event.

Wendy Giroux - suggested that advertising seems to be lacking for some of the events and the sending the notices via email



would enable the members to promote our event through their social media. We are already trying to increase our social media presence and improving communication to inform the members about what is happening in the downtown.

Cindy Logan - As a member in the newly expanded area, she noted that since the members meeting in June, the presence of social media, communication and awareness had increased and thanked the efforts of the staff with this endeavour.

Economic Development presented by Glen Gillett

Let's Eat is a publication that the BIA put out with the assistance of the City. It is being distributed to hotels, motels, chamber and other locations (5000 copies). 10,000 copies will be mailed to residences. This is a target mailing.

We are proposing to create a "Let's Shop" version for 2018. It will have a very similar format. We will be contacting businesses to see if they would like to be included. Each business included in the brochure pays to be included which helps offset the costs.

Electronic copy of Let's Eat can be found on the BIA website.

Kyle Benham mentioned that the City and BIA worked together to create a retail package that is currently being used. This provides a business case for opening up a business downtown Oshawa and helps direct people to the downtown.

Lynne Denniston asked about the status of the Genosha. The Genosha has been sold and the new owner is working on the permits to complete 87 residential units. The hope is that the Genosha will be finished by summer 2018. The owner has agreed to having people tour through the different stages of



progression to be able to post through social media the progress and create excitement about the changes going on in the building.

Parking - City is looking at the issue of parking with each application for new construction. Second phase of Bond St construction must include their own parking. Not sure what will happen in terms of parking at the Genosha. The City is searching for solutions to the growing parking issue.

#### Proposed Budget

Matt Bowles - asked about the staffing increase. This is for two staff people. With the increase in the boundary, this increase is necessary to provide the best possible service to the members. The social media is a contracted out and this is reflected in the mixed media line item.

The BIA is refining the accounting processes to reflect how much each event costs. This includes marketing. In the past the mixed media line included marketing for the events. In the future the events are responsible for marketing their events from their individual budgets. This will enable us to accurately know the exact costs for the events.

2017 is showing the levy as of January 2017 which is an increase from the budget in 2016. The budget for 2018 shows a cost of living increase.

In the next few years, we are hoping to add the beautification to the new areas. In the instance of banners, there are many poles in the new area that are not equipped with banner arms that need to be installed before we can add the banners in these areas.



Rent increase reflects the need for more space. We had a desk in the shared office area and now have a private office for the staff.

Weeds in the downtown - this is a City of Oshawa issue. Greenery - question about who does this. City installs the summer hanging baskets and planters. The BIA does the winter greenery which is limited hanging baskets and planters.

Motion by Wendy Giroux: To accept the 2018 budget. Second Janette Sigua. Carried.

#### New Business

Police issues- can the BIA help with issues that arise. Suggestion that we have a meeting where the Police are present and the members can bring all their concerns. Police can also help members when they are installing cameras by indicating prime locations for the cameras and the duration of filming.

Rhonda Foskett asked about the auditors the BIA uses. Noted that the by-law states we have to use the City's auditors. The City does send out an RFP to select their auditors and everyone is invited to submit a proposal.

Motion by Matt Bowles: To adjourn the meeting. Second Lynne Denniston. Carried

Meeting adjourned at 9:44 am

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