

The Downtown Oakville

SCOOP

Summer 2016



Greetings from Susan

Hello members. It's great to see the flowers blooming, the patios hopping and the people walking around our wonderful Downtown Oakville. As Acting Director and Oakville resident, I am proud to be in this role for the year that Sharlene is away. I'm also lucky to have such a great and experienced staff – thanks Jennifer, Brittany, Jenny and summer students Milan, Devon and Chloe. The busy summer event season is in full swing. Sidewalk Sale is behind us now and many businesses noted higher sales than the previous year. Next up is Midnight Madness followed by the TD Downtown Oakville Jazz Festival. The weather has been on our side and it looks good for the near future. In addition to our signature events, new this year is the Summer Series. These smaller, more frequent events are designed to bring people to Downtown Oakville Thursday through Sunday throughout July and August. Movies, music, yoga, farmers and games are all on the calendar. It's been great to meet many of you so far and I hope to meet more of you over the summer. If you'd like to discuss any of the content that follows, please give me a call, drop me an email or let's meet in person.

Happy summer, Susan

BIA Social
Sept 28
6:30 p.m. – 9 p.m.
Noble Bistro



Midnight Madness

Friday, July 15, 2016

Enjoy Oakville's largest retail event of the year, featuring incredible sales, food, live music, entertainment and lots of community spirit! With over 6 blocks of brag-worthy deals and free family-friendly entertainment available right through to midnight, this is an evening of excitement you won't want to miss!



TD Downtown Oakville Jazz Festival

August 5-6, 2016

With six free stages presenting award winning Jazz artists nestled amongst the beautiful setting of downtown Oakville, the TD Downtown Oakville Jazz Festival is not to be missed. For artist line-up and full event details visit www.oakvillejazz.com

Summer Series

Movies in the Square

Thursdays in July and August
Dusk

What's better than watching a movie under the starlight? Getting to pick the movie that you're going to be watching. This summer Thursday night is movie night in Towne Square. We want you to pick what we're going to watch. What do you want to see, classics, cartoons, art films or something new? Follow us on social media, we want to hear from you! Movies will start at dusk every Thursday in July and August.

Downtown Oakville Ambassador Program

Thursday – Sundays, June - August

This program is a partnership with Visit Oakville and allows there to be summer students in the downtown Thursday to Sunday every week. The ambassadors are here to help with everything from parking questions to making reservations at your favourite restaurant. They're also going to be helping to run our summer event series. So, come down and see them in Towne Square or meet them while their walking the street, they may have some surprises up their sleeves for you!

Music in the Square

Fridays in July and August
7-9:30 p.m.

When the weather's right, listening to music outdoors is one of the summer season's great pleasures. This summer Towne Square will host live music every Friday evening at 7 p.m. Grab dinner on one of our many patios and then come listen to some great music.

Oakville Farmers' Market and Cultural Connection

Saturdays, June - October

The Oakville Farmers' Market returns for its second year in downtown Oakville. This year the market will be on George Street across from Towne Square. The market will feature Ontario-grown vegetables- something for everyone's farm fresh needs. The Farmers Market also includes the Town of Oakville's Cultural Connection. This is local programming to animate the area by highlighting the arts, fitness and wellbeing. Every Saturday from 8-11 a.m. there is FREE yoga in Towne Square led by Titika Active Couture, Lole and Lululemon.

BIA Business

Coming Soon

Borgo Antico

266 Lakeshore Rd E.

Now Open

Dr. Aoife Earls, ND

345 Lakeshore Rd E. (Suite 212)
draoife.com

Good For Me Naturally

178 Lakeshore Rd E.

John Oliver, MP

301 Robinson St.
johnoliver.mp

Moon's Flowers

245 Lakeshore Rd E.
moonsflowers.ca

Noble Bistro

218 Lakeshore Rd E.
noblebistro.com

President Leadership Advocacy

329 Lakeshore Rd E. (Suite 5)

Renovo Skin and Body Care Clinic

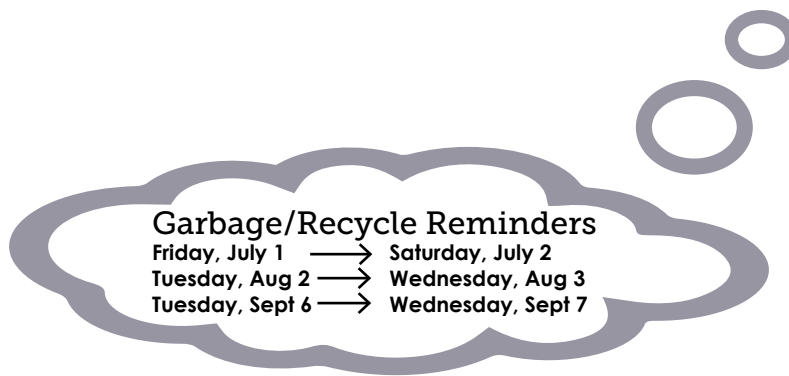
300 Lakeshore Rd E.
renovomedispa.com

The Sixth

349 Lakeshore Rd E.
the6ixthtowns.com

Tribeca Coffee

178 Lakeshore Rd E.
tribecacoffeeco.com



BIA Member Learning Sessions – Social Media

In today's competitive business world, it is very important to make your presence felt and to be recognized. With the discovery of the power of Social Media, internet marketing has taken a new dimension and added so many advantages for small business. This is why the Downtown Oakville BIA will be offering member workshops on multiple topics starting with social media. The first workshop began **Monday, June 27 and runs till Monday, July 18, 2016.**

The second workshop will begin on **Monday, September 12 at 8 a.m. and runs till Monday, October 3, 2016.**

The **cost to participate in the workshop is \$65.00.** There is still space available in this session. Please email marketing@oakvilledowntown.com if interested in joining the session.

The Downtown Oakville BIA will also be holding other workshops throughout 2016-2017. If there is a topic that you would like covered through a workshop please let us know. Currently we tentatively plan on covering SEO and ecommerce for small business. If there is enough interest in an additional topic we will be able to add a workshop on that topic.



BIA Marketing Committee Meetings

Join us! All BIA Members and BIA Associate Members are welcome to be a part of the BIA marketing committee. The committee is comprised of BIA member volunteers. The committee is focused on the interpretation and execution of marketing initiatives that support the overall goals and strategies of the BIA as determined by the Board, under the guidance of the BIA Executive Director, with the intention of improving operations, efficiencies and outcomes of the BIA. All meetings occur at the BIA office, 8 a.m. - 10 a.m. **Upcoming meetings: Aug 3 and Sept 7.**

BIA Boundary Expansion Update

As approved at the 2016 AGM, the BIA is pursuing an expansion of the BIA boundary to be consistent with the boundary of Downtown Oakville as set out in the Livable Oakville Official Plan. In order for the expansion to proceed, a by-law must be passed to change the boundary but before it can be passed the following must take place:

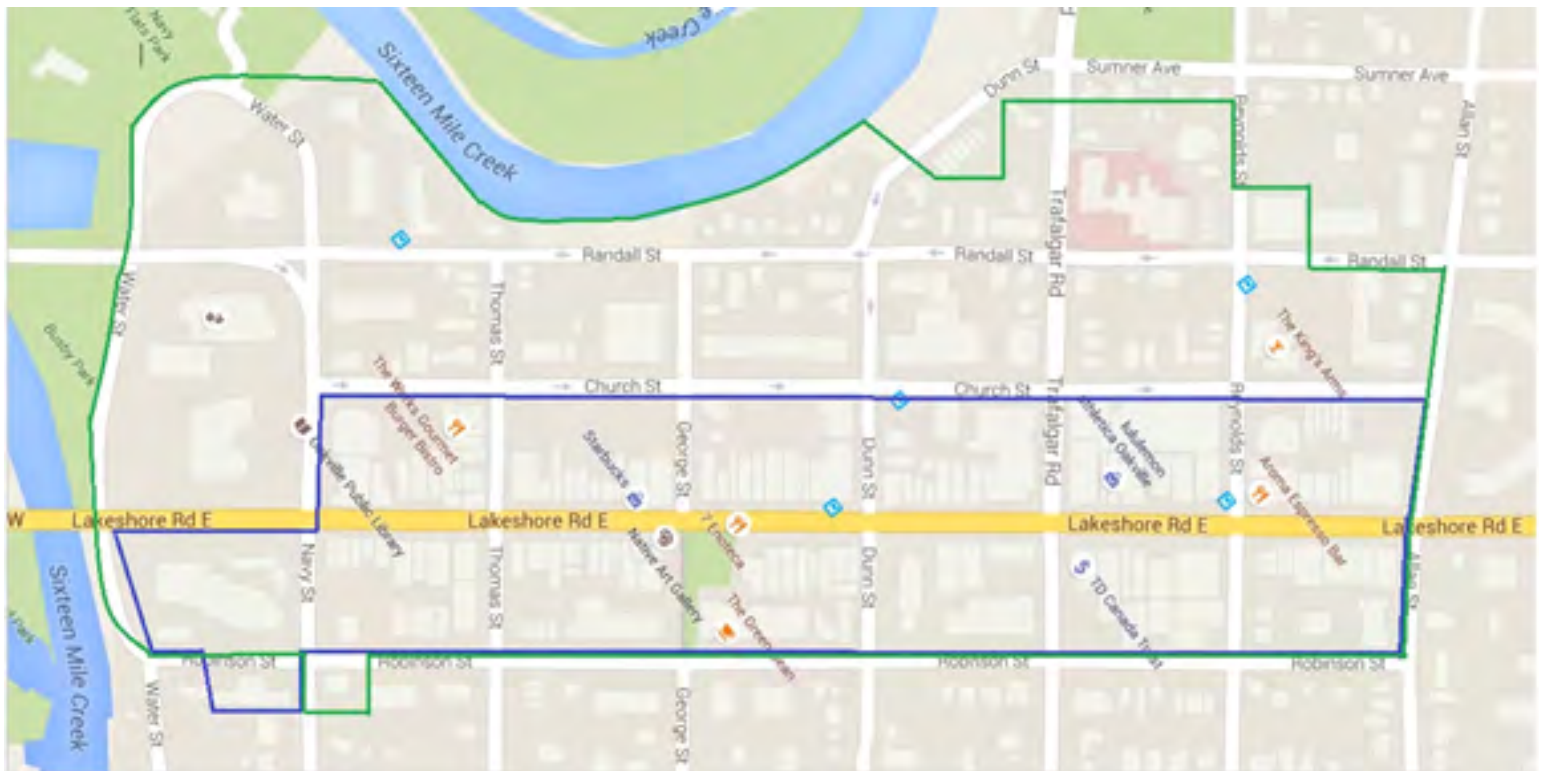
- Provide notice, through the Town clerk, of the proposed expansion to landlords within the existing and future BIA boundary;
- Allow a 60 day notification period for objections;
- By-law can pass if fewer than 1/3 of those notified object.

Recent activity:

- May 10 – the BIA held optional information sessions for both future and existing members.
- June 27 – Town Council approved the staff report recommending proceeding with the process to expand the BIA boundary.

Next steps:

- Late August – Town Clerk to mail existing and future landlords providing notification of the proposed BIA boundary expansion;
- September to October – 60 day waiting period to collect responses to proposed expansion;
- December – presentation of landlord feedback to Town Council and decision on proceeding with by-law on boundary expansion;
- January 2017 – new boundary in effect, assuming by-law is approved.



LEGEND

- Current Boundary (2016)
- Proposed Boundary (2017)

Rebuilding Downtown Oakville

There are a number reconstruction projects in progress and planned for Downtown Oakville in 2016 and beyond. These projects are necessary as these streets and structures are nearing the end of their service life. Through communication and mitigation planning, the objective of the BIA is to minimize the impact of reconstruction on the member businesses.

Water rehabilitation and sewer upgrades on Trafalgar/Dunn/Randall:

- Halton Region is on schedule to complete this work as planned by end of September. Currently, water rehabilitation work is in progress on Trafalgar. Mid-July, sanitary sewer replacements will start on Randall, followed by Dunn and Trafalgar.
- The Reynolds detour has caused traffic to back up coming from the east through downtown Oakville making it challenging at times to cross Lakeshore. The Town has responded to this concern by eliminating the west bound advanced green at Lakeshore and Trafalgar in order to allow more traffic to flow through.

Parking garage:

- The Church St parking garage will undergo repair work starting Aug 27 lasting approximately four weeks. Impacted permit holders will be relocated to an alternate location.
- The Town is finalizing the repair phasing and permit relocation plan – details will be sent directly to permit holders soon.

Lakeshore intersection repair:

- Starting mid-August, repairs will occur at all Lakeshore intersections. Depending on the intersection, the existing asphalt will be either partially or completely removed and replaced. The repairs will occur only on Monday and Tuesdays and will impact one intersection at a time.
- Additional information will follow in a member email once the Town has finalized the schedule.

Lakeshore bridge reconstruction:

- The Lakeshore bridge over Sixteen Mile Creek will be closed to traffic and re-built between January and September 2017.
- In order to facilitate traffic flow through downtown, Navy Street (between Randall and Lakeshore) will be converted to a two-way street in fall 2016. During construction, traffic will be re-routed to ensure access to Lakeshore is maintained – the Town is currently working on the detour plan.
- The Town will also be holding an open house in the fall to share the plan and receive public input.

Lakeshore reconstruction and streetscape:

- The Town presented the contemporary streetscape materials planned for use was presented to businesses and public on June 15. A second presentation will occur to the Heritage Oakville Advisory Committee on July 19. Town staff will report back to Council in the fall – including feedback received from stakeholder groups.
- Looking ahead, the Town will begin public consultations mid-2017 on construction phasing with reconstruction planned for 2019 and 2020.
- The BIA is starting to develop a mitigation strategy to minimize business impact leading up to and during construction. Several other BIAs have gone through similar construction projects on their main street. The BIA is starting to connect with BIAs in Kingston, Markham, Guelph and Cambridge to understand best practices for member support during construction. Findings and a request for member input will occur late 2016.



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For the Staff & Board Directory (contact info) visit www.oakvilledowntown.com