



February 28, 2017

## Please Join Us...

**Downtown Oakville BIA Annual General Meeting  
Tuesday, March 21st, 8:00 am – 10:00 am**

**The Oakville Centre for Performing Arts, Studio Theatre  
130 Navy Street, Oakville, ON L6J 2Z4**

Dear Downtown Oakville BIA Membership,

It is my honour and pleasure to invite the membership to the 2017 Annual General Meeting (AGM) at The Oakville Centre for Performing Arts, Studio Theatre on **Tuesday, March 21st at 8:00am – 10:00am**. The AGM provides an opportunity as a BIA member to be exposed to and vote on our business plan for 2017.

The BIA is a collective group of businesses which band together in order to pool their resources to promote beautification and business activity. We are strongest when we work together, and utilize our collective experiences to benefit all of Downtown. I urge everyone to come out and become engaged, informed and empowered.

**Please RSVP to [info@oakvilledowntown.com](mailto:info@oakvilledowntown.com) or 905-844-4520 ext. 10 by March 14, 2017.**

Sincerely yours,

Nicholas Bourikas

Downtown Oakville BIA Chairman



**Downtown Oakville Business Improvement Area  
Annual General Meeting**

Tuesday, March 21, 2017 @ 8:00am – 10:00am  
The Oakville Centre for Performing Arts, Studio Theatre (130 Navy Street)

**A G E N D A**

	Item Description	Time
1.	Welcome and Call to Order a. Call to Order b. Declaration of Quorum c. Conflict of Interests d. Introductions and staffing updates	8:00 – 8:15
2.	Approval of the 2017 AGM Agenda	
3.	Approval of the 2016 AGM Minutes (attached)	
4.	Approval / Confirmation of 2017 Auditor	
5.	Presentation of the 2016 Financial report (un-audited) (attached) a. Recommendation that report be received	
6.	2016 Review	8:15 – 8:50
7.	2017 Plan Review	
8.	Questions on BIA update	8:50 – 9:00
9.	Presentation of the 2017 Operating Budget (attached) a. Recommendation that the budget be approved	9:00 – 9:10
10.	Town of Oakville update a. Downtown Oakville Projects: 2016 review, 2017 - 2021 plans b. 2019/2020 Streetscape Construction Plan c. Streetscape Mitigation framework	9:10 – 9:40
11.	Questions on Town of Oakville update	9:40 – 9:55
12.	New / Other Business	9:55 – 10:00
13.	Adjournment	10:00



**MINUTES OF 2016 DOWNTOWN OAKVILLE BIA AGM FOR APPROVAL**

**Tuesday March 30, 2016 @ 8:00 AM**

**The Oakville Centre for Performing Arts**

**Board Members Present: Nick Bourikas, Anna Cammarata, John Van Den Elzen, Tim Danter, May Natour, Kevin Yates, Mayor Rob Burton**

**BIA Staff: Sharlene Plewman (Executive Director), Jennifer Cain, Brittany Goettler**

*Minutes by Jennifer Cain*

**Meeting was called to order at 8:15am**

**Declaration of Quorum: Yes**

**Declared Conflicts of Interest: None**

**Introductions and staffing updates**

Brittany Goettler is now the BIA Marketing Coordinator and Jenny Knight is on contract as our Event Coordinator. Jennifer Cain still our Membership and Administrative Coordinator. Sharlene Plewman heading on maternity leave as of May 13, 2016; replacement still being confirmed. Kimberly Calderbank and Chris Lallouet of Yellow Robot are also a part of our team for sponsorship.

**Motion:** Approval of 2016 AGM Agenda

**Moved by:** Lisa Ashman

**Seconded by:** Bruce Miller

**CARRIED**

**Additions to the Agenda: None**

**Motion:** Approval of 2015 AGM Minutes

**Moved by:** Mayor Burton

**Seconded by:** May Natour

**CARRIED**

**Motion:** Confirmation of 2016 Auditor as KPMG

**Moved by:** Mayor Burton

**Seconded by:** Kevin Yates

**CARRIED**

**Presentation of the 2015 financial report (un-audited) / Year in Review**

a. Recommendation that report be received

Beautification – delivered more than originally planned while saving 9%. Examples include painted planters, two-level planters in higher volumes, fall decor, more Christmas hanging baskets, bigger Christmas tree, more Christmas lights among other additions.

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Events – we surpassed our goal for sponsorship by 8% and had 77K in-kind sponsorship. Increased number of event days by 39% while only increasing spend by 10%, equating to a decrease in cost/event by 21%.

Marketing - we were featured on television 10 times in 2015 and social media had strong growth (23% twitter and 25% Facebook growth) and continues to thrive. Engagement on Facebook is at 6600 people weekly. Website traffic is strong 11,500 visitors monthly which good target for a medium size business and numerous articles were written as well throughout the year. There were 23 new BIA members in 2015 and several businesses upgraded their businesses as well.

A full financial review was provided. The full BIA presentation is available at <http://oakvilledowntown.com/wp-content/uploads/2016/03/2016-AGM-Presentation-final-print-ready.pdf>.

**Motion:** To pass 2015 Financial report

**Moved by:** John Henderson

**Seconded by:** Bruce Miller

**CARRIED**

### **Presentation of the 2016 Operating Budget**

- a. Recommendation that the budget be approved – see provided 2016 budget

The BIA is requesting an increase to the budget by 2% to address inflation and leaving the reserves and for upcoming construction and on par from last year.

John Ziemba asked for clarification on the beautification budget and questioned why the BIA paid for the town square lawn to be done.

Daphne asked about the spring décor. There has not been spring décor in the past and was a new expense. The BIA received a great response from the fall décor and wanted to match that response. Feedback on concept was strong, but would look to alternate decor option for 2017 if repeating.

Anna R. asked about event revenue. The BIA is working toward an increased response in sponsorship to meet that goal. We've already secured more sponsorship at this time last year. We added the marketing coordinator position at the BIA to enable us to be more responsive to current marketing strategies and platforms; will create efficiencies in marketing expenses that will off-set cost of new staff.

Geri Terino asked about grants which we won't know until April from the Celebrate Ontario grant and summer student grant.

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Bruce reference Midnight Madness and having a 2 day event which doubles the cost. He requested changing it to Saturday and asked it be considered in the future. There has been marketing already for the year's events and could be confusing to the public for this year. The BIA will consider it for next year.

John Henderson raised idea of having an outside breakfast for donations for cost recovery of the event.

**Motion:** To pass 2016 Operating Budget

**Moved by:** Juliana Brasil

**Seconded by:** Renee MacKenzie

**CARRIED**

For: 24

Opposed: 1

### **2016 Plan Review & Downtown Oakville 2.0 Presentation**

Kevin Yates of Aardvark Inc. presented a branding direction and addressing key pillars of downtown Oakville BIA and start shaping a 5 and 10-year plan. The overarching strategy is to own a sense of community, sociability, pride and service and address a brand identity model specific to downtown Oakville, with a focus on experience, community, being premium brand and looking at ways to ensure that visiting Downtown Oakville is the best part of a person's day. We encourage all members to apply elements of this strategy into their everyday business practices such that the experience of Downtown Oakville is consistent.

See presentation on BIA website under the member's info at <http://oakvilledowntown.com/wp-content/uploads/2016/03/Downtown-Oakville-2.0-Aardvark-presentation.pdf>

Strategy for 2016 in all areas (marketing, beautification, membership, events) reviewed as well as overview of 2017-2020 and 2021+ strategies including leading up to, during and after construction concepts.

Bruce Miller suggested reaching out to Uptown Waterloo as they are experiencing construction and will be through it before we start.

### **Boundary Expansion Proposal**

The BIA is proposing to pursue expansion of the BIA boundary in 2017.

The reason is to better support everyone and align the boundaries with public perception of what area "downtown" encompasses. Would also allow the BIA to do more for all members (current and new) with the increased funding from having more BIA members.

Overall a boundary expansion would:



## MINUTES OF 2016 DOWNTOWN OAKVILLE BIA AGM FOR APPROVAL

Tuesday March 30, 2016 @ 8:00 AM

The Oakville Centre for Performing Arts

- Expand our membership to more completely represent all the businesses in the downtown core
- Reduce the individual membership levy while increasing the funds the BIA has to raise awareness and bring traffic to the downtown (see example below)
- Align our boundaries with the area that is publically viewed as Downtown Oakville
- Position the BIA for success for years to come with boundaries that allow for growth of new commercial areas

There will be an open house on Wednesday, May 4, 2016 6pm & Tues May 10, 8am (location to be determined) for questions and go forward in the fall. The town will send a letter to each business and will have the option to approve or oppose the boundary expansion.

\*\* Update after the AGM - May 4th meeting cancelled and moved to May 10 at 6pm\*\*

Bruce Miller asked to have the levy the same for current members versus there being any reduction.

### Town of Oakville Update: ongoing initiatives and construction timelines

Dorothy St. George presented to the members what town of Oakville initiatives are underway. She provided a project timeline of 2016-2020 and the presentation is available on the BIA website at <http://oakvilledowntown.com/wp-content/uploads/2016/03/Town-Initiatives-AGM-Mar-2016.pdf>.

### New / Other Business

John Henderson – Asked if we could develop a walking tour of downtown Oakville and some stores could pay for advertising and include the historical elements and have a rotation of stores to market current businesses. The BIA is partnered with Jane's Walk which is a walking tour and likes the idea. Geri stated there is a careful balance of historic versus modern elements in marketing and furnishings.

Juliana Brasil – the community aspect is a very important element to include in marketing of downtown.

Bruce Miller – millennials are the largest contributors as consumers to the hospitality space and need to look at what they want/need to come to downtown Oakville.

### Adjournment

**Motion:** To adjourn the meeting at 9:49am

**Moved by:** Kevin Yates

**Seconded by:** Anna Cammarata

**CARRIED**



## 2016 Financial Review – Preliminary Actuals (Unaudited)

### DOWNTOWN BIA 2016 FINANCIAL REVIEW - UNAUDITED

AGM/Budget Meeting: March 21, 2017

	2016 Approved BUDGET	2016 Prelim ACTUALS	2016 to 2016 Actuals to Budget	
			% Change	\$ Change
<b>REVENUES:</b>				
Tax Levy Town of Oakville	888,712	888,713	0.0%	1
Property Tax Write-Offs	-40,000	-35,121	-12.2%	4,879
<b>Total Tax Revenue</b>	<b>\$848,712</b>	<b>\$853,592</b>	<b>0.6%</b>	<b>4,880</b>
Grants	25,140	27,313	8.6%	2,173
Event Revenue	139,483	118,694	-14.9%	-20,789
Other Revenue	14,000	21,561	54.0%	7,561
Transfer from Reserves	10,620	0	-100.0%	-10,620
<b>TOTAL REVENUES:</b>	<b>\$1,037,955</b>	<b>\$1,021,160</b>	<b>-1.6%</b>	<b>-\$16,795</b>
<b>EXPENSES:</b>				
Administration	355,761	351,341	-1.2%	-4,420
Marketing and Advertising	302,467	288,290	-4.7%	-14,177
Beautification	154,910	132,287	-14.6%	-22,623
Events and Promotions	222,317	224,322	0.9%	2,005
Other Expense	2,500	17,810	612.4%	15,310
Transfer to Reserves (Surplus/Deficit)	0	7,109		7,109
<b>TOTAL EXPENSES:</b>	<b>\$1,037,955</b>	<b>\$1,021,160</b>	<b>-1.6%</b>	<b>-\$16,795</b>

# 2017 Proposed Budget

## DOWNTOWN BIA PROPOSED BUDGET 2017

AGM/Budget Meeting: March 21, 2017

	PROPOSED	APPROVED	2016 Prelim	2016 to 2017		2016 to 2017	
	2017	2016		Budget to Budget	Actuals to Budget		
	BUDGET	BUDGET	ACTUALS	% Change	\$ Change	% Change	\$ Change
<b>REVENUES:</b>							
Tax Levy Town of Oakville	1,106,500	888,712	888,713	24.5%	217,788	24.5%	217,787
Property Tax Write-Offs	-50,000	-40,000	-35,121	25.0%	-10,000	42.4%	-14,879
Supplementary Tax Revenue	0	0	0	0.0%	0	0.0%	0
<b>Total Tax Revenue</b>	<b>\$1,056,500</b>	<b>\$848,712</b>	<b>\$853,592</b>	<b>24.5%</b>	<b>\$207,788</b>	<b>23.8%</b>	<b>\$202,908</b>
Grants	27,313	25,140	27,313	8.6%	2,173	0.0%	0
Event Revenue	119,409	139,483	118,694	-14.4%	-20,074	0.6%	715
Other Revenue	19,472	14,000	21,561	39.1%	5,472	-9.7%	-2,089
Transfer from Reserves	0	10,620	0	-100.0%	-10,620		0
<b>TOTAL REVENUES:</b>	<b>\$1,222,694</b>	<b>\$1,037,955</b>	<b>\$1,021,160</b>	<b>17.8%</b>	<b>\$184,739</b>	<b>19.7%</b>	<b>\$201,534</b>
<b>EXPENSES:</b>							
Administration	390,435	355,761	351,341	9.7%	34,674	11.1%	39,094
Marketing and Advertising	392,222	302,467	288,290	29.7%	89,755	36.1%	103,932
Beautification	199,910	154,910	132,287	29.0%	45,000	51.1%	67,623
Events and Promotions	222,317	222,317	224,322	0.0%	0	-0.9%	-2,005
Other Expense	17,810	2,500	17,810	612.4%	15,310	100.0%	0
Transfer to Reserves (Surplus/Deficit)		0	7,109	0.0%	0	-100.0%	-7,109
<b>TOTAL EXPENSES:</b>	<b>\$1,222,694</b>	<b>\$1,037,955</b>	<b>\$1,021,160</b>	<b>17.8%</b>	<b>\$184,739</b>	<b>19.7%</b>	<b>\$201,534</b>
<b>TAX LEVY COMPARISON</b>							
	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	
Taxation Revenue	\$818,195	\$849,910	\$862,659	\$871,285	\$888,712	\$1,106,500	
% Increase of Tax Revenue	11.4%	3.9%	1.5%	1.0%	2.0%	24.5%	
<b>RESERVE CONTINUITY</b>							
		<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	
Balance Beginning of Year		(\$23,897)	\$33,665	\$96,436	\$57,537	\$54,026	
Transfer to Operations		\$0	(\$6,000)	(\$50,000)	(\$10,620)	\$0	
Transfer to Reserves		\$57,562	\$68,771	\$11,101	\$7,109	\$0	
Balance End of Year		\$33,665	\$96,436	\$57,537	\$54,026	\$54,026	
<b>NOTES:</b>							
<b>2017 Revenue</b>							
Tax revenue increase - newly expanded BIA area plus inflation, target result is a 2% decrease in BIA tax levy rate							
<b>2017 Expense</b>							
Mktg budget - budget increase from incremental tax levy revenue							
Beautification - budget increase from incremental tax levy revenue							
Admin budget reflects reallocation of staff expenses from various expense lines, to align with generally accepted accounting principles							

