



**Downtown Oakville BIA  
Board of Management Meeting on Wednesday, February 15, 2017 @ 6:30 pm BIA Office**

<p><b>Board Members:</b> Nick Bourikas, Anna Cammarata, May Natour, Mayor Burton, Kevin Yates, Tim Danter  <b>Town Staff:</b> Dorothy St. George <b>Regrets:</b> Julia Hanna <b>Guests:</b> Nick Hutchins  <b>BIA Staff/Minutes by:</b> Susan Johnston</p>		
Item #	Item Description	Presenting
1.	Chair's Welcome	Nick B
2.	Meeting was called to order at 6:40 pm.	Nick B
3.	Declaration of Quorum: Yes	Nick B
4.	Declared Conflicts of Interest: None	Nick B
5.	Approval of Agenda for February 15, 2017. <b>MOTION:</b> To approve meeting agenda <b>Moved by:</b> Tim Danter <b>Seconded by:</b> Anna Cammarata <b>CARRIED</b>	Nick B
6.	Acceptance of Past Board of Management Minutes for January 18, 2016. <b>MOTION:</b> To approve meeting minutes <b>Moved by:</b> Anna Cammarata <b>Seconded by:</b> Tim Danter <b>CARRIED</b>	Nick B
7.	<p><b>Chair's Report</b>  <u>Discussion options for proposed \$200,000 budget increase</u></p> <ol style="list-style-type: none"> <li>1. Free parking test – Month of Dec 2017 test, cost \$178,000, remainder to reserve</li> <li>2. Beautification focus – Cost \$120,000, remainder to reserve</li> <li>3. Marketing &amp; Beautification focus – Marketing \$150,000, Beautification \$50,000</li> </ol> <p>After discussing the pros/cons of all, Board decided to proceed with recommendation that the membership approve a \$200,000 budget increase allocated towards Marketing &amp; Beautification. Marketing - Need to have Oakville strongly engaged in Downtown Oakville ahead of streetscape work – this will be an investment in the future. Target audiences – BIA members, Downtown Oakville customers, Oakville community. Work with Town on communication points. Beautification – Budget will have heavier spend weighting on newly expanded BIA area. Required to purchase hardscape items pole hardware for baskets/banners, banners, accent lighting) in addition to plantings.</p> <p><b>MOTION:</b> To bring forward to the March 21 AGM, recommendation that the members (and subsequently Town Council) approve a \$200,000 budget increase to be allocated to spend on Marketing &amp; Beautification.  <b>Moved by:</b> Anna Cammarata  <b>Seconded by:</b> Tim Danter  <b>CARRIED</b></p>	Nick B



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8.	<p><b>ED Update</b> ED Update Pre-read (Financials, Beautification, Marketing, Events). Comments/questions: <u>Committees</u> – Solicit membership for interest in a Beautification and Events committee. Marketing committee exists and meets monthly. <u>Patios</u> – Clarified that Borgo still needs to submit patio drawings to the Town. To date has only completed a portion of the process – application and approval of liquor license extension. <u>Director and Officer insurance</u> – as a municipal board of the Town, does the BIA already have coverage/immunity? <b>ACTION</b> - Dorothy to check with Gord, Susan to ask Jim Ball.</p>	Susan Nick B. Nick B. All
9.	<p><b>Town Council Update</b> <u>Streetscape Mitigation</u> – Framework report to Town Council March 20. 4 pillars – construction, business, marketing, communication. ED involved in initial discussion with Dorothy and consultant on framework. <b>ACTION</b> – Town to continue to involve ED in development of framework and continue to engage Board for input, discussion and updates.  <u>Post Office</u> – Town continues to evaluate options to operate building as an Innovation Hub for the short term (5 yrs). Working on operating model and budget. No approved budget, plan or date at this time. <b>ACTION</b> – Town to continue providing updates on Post Office plans and timing.</p>	Dorothy  Dorothy
10.	<p><b>New / Other Business</b> <u>AGM Agenda</u> – Review and approve AGM Agenda (sent as pre-read). <b>MOTION:</b> To approve agenda for March 21 AGM <b>Moved by:</b> Tim Danter <b>Seconded by:</b> Kevin Yates <b>CARRIED</b>  <u>BIA Staff report requested:</u> org chart, scope of work, compensation (incl. bonus proposal), objective setting/KPIs, annual review process. <b>ACTION</b> – ED to prepare for April Board meeting.  <u>BIA KPI – Pedestrian traffic:</u> Increased pedestrian traffic is required outcome as a result of BIA initiatives (Marketing, Events, Beautification). Discussed executing pedestrian traffic audits – major events plus quarterly audits during peak and non-peak times. <b>ACTION</b> - ED to investigate methodologies and report back in March.</p>	Nick B  Kevin Kevin Nick H
11.	<p><b>Date and Time of Next Meeting</b> Wednesday March 22, 2017 at 6:30pm, BIA office</p>	Susan
12.	<p><b>Adjournment</b> <b>MOTION:</b> To adjourn at 8:30 pm <b>Moved by:</b> Kevin Yates, Anna Cammarata <b>Seconded by:</b> Julia Hanna <b>CARRIED</b></p>	Nick B