



March 1, 2018

## Please Join Us...

**Downtown Oakville BIA Annual General Meeting  
Tuesday, March 27th, 8:00 a.m. – 9:45 a.m.**

**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 27th at 8:00 a.m. – 9:45 a.m.** The AGM provides an opportunity as a BIA member to be exposed to and vote on our business plan for 2018.

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 20, 2018.**

Sincerely yours,

Nicholas Bourikas

Downtown Oakville BIA Chairman



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

Tuesday, March 27, 2018 @ 8:00a.m. – 9:45 a.m.  
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<br>a. Call to Order<br>b. Declaration of Quorum<br>c. Conflict of Interests<br>d. Introductions and staffing updates                                 | 8:00 – 8:10 |
| 2.  | Approval of the 2018 AGM Agenda  |             |
| 3.  | Approval of the 2017 AGM Minutes   |             |
| 4.  | Approval / Confirmation of 2018 Auditor  |             |
| 5.  | Presentation of the 2017 Financial report (un-audited)<br>a. Recommendation that report be received  |             |
| 6.  | 2017 Review  | 8:10 – 8:35 |
| 7.  | 2018 Plan Review   |             |
| 8.  | Presentation of the 2018 Operating Budget (attached)<br>a. Recommendation that the budget be approved  |             |
| 9.  | Questions on BIA update  | 8:35 – 8:50 |
| 10. | Presentation of the 2018 Operating Budget (attached)<br>a. Recommendation that the budget be approved  | 9:00 – 9:10 |
| 11. | Town of Oakville update<br>a. Downtown Oakville Projects: 2017 review, 2018 - 2021 plans<br>b. 2019/2020 Streetscape Construction Plan<br>c. Streetscape Mitigation strategies | 8:50 – 9:15 |
| 12. | Questions on Town of Oakville update   | 9:15 – 9:30 |
| 13. | New / Other Business   | 9:30 – 9:45 |
| 14. | Adjournment  | 9:45        |



**MINUTES OF 2017 DOWNTOWN OAKVILLE BIA AGM FOR APPROVAL**

**Tuesday March 21, 2017 @ 8:00 AM**

**The Oakville Centre for Performing Arts**

**Board Members Present:** Nicholas Bourikas, Anna Cammarata, May Natour, Mayor Rob Burton, Julia Hanna, Tim Danter, Kevin Yates (regrets)

**BIA Staff:** Susan Johnston, Paige Grasby, Adina Ingram, Christine Butler, Brittany Goettler (regrets)

*Minutes by Adina Ingram*

**Meeting was called to order at 8:07am**

**Declaration of Quorum: Yes (10)**

**Declared Conflicts of Interest: None**

**Introductions and staffing updates**

Introductions of Board of Management; Kevin Yates sends his regrets

**Motion:** Approval of 2017 AGM Agenda

**Moved by:** May Natour

**Seconded by:** Lida Lisney

**CARRIED 21**

**Additions to the Agenda:** None

**Motion:** Approval of 2016 AGM Minutes

**Moved by:** May Natour

**Seconded by:** Anna Cammarata

**CARRIED 20**

**Motion:** Confirmation of 2017 Auditor

**Moved by:** Tim Danter

**Seconded by:** May Natour

**CARRIED 20**

**Presentation of the 2016 financial report (un-audited) / Year in Review**

Recommendation that report be received

**2016 Financial Review - Unaudited**

- 2016 Budget = \$1,037,955 vs 2016 Actuals = \$1,021,160, difference of \$16,795: Majority due to no ice rink in December of 2016, therefore no event sponsorship revenue
- 2016 Expenses includes \$7,109 surplus to be transferred to reserve with 2016 ending reserve at \$64,646
- Managed expense actuals to reflect lower revenue, through under spending and expense deferral to 2017

## **MINUTES OF 2017 DOWNTOWN OAKVILLE BIA AGM FOR APPROVAL**

**Tuesday March 21, 2017 @ 8:00 AM**

**The Oakville Centre for Performing Arts**

Financial statements need to be reviewed by Board of Management and will be posted to the website.

Marketing Review – moving toward digital marketing, targeted display ads, social media, and away from traditional print advertising

Positive improvements to date: video views are up to more than 100,000 via Facebook and YouTube; avg. monthly impressions on Facebook at 45,000 up from 5,000; Instagram followers from 333 to more than 2,500; website traffic increase

Pedestrian traffic impact is unknown – looking at technology in 2017 to measure this

Beautification Review – continued with successful programs that include seasonal hanging baskets and summer barrels, seasonal décor added, daily sweeper program in spring/summer, Towne Square lawn replacement by Town, ongoing maintenance of lights in trees and poles, 45 ft decorated Christmas tree by Khachi, banners program

2017 – Looking at redesign of banners

Events Review – events added and enhanced without budget increase

Rolled out Summer series, enhanced Autumn Harvest series, added Harvest Halton event, added more roaming entertainment for Midnight Madness, increased attendance resulting in partial street closure for Tree lighting with the addition of a pop up market on George Street

**Motion:** To pass 2016 Financial report

**Moved by:** Julia Hanna

**Seconded by:** Anna Cammarata

**CARRIED 24**

### **Presentation of the 2017 Operating Budget**

#### 2017 Marketing

Marketing initiatives for 2017 include content creation, target audience is Oakville, communication channels, development of graphic standards and develop best practices paper on Marketing during Streetscape Projects

#### 2017 Beautification

Beautification initiatives for 2017 include interactive beautification, redesign of banners, additional items for new boundary expansion, continue to maintain lights in existing area, modify execution of pol lighting, discussing gateway feature for Streetscape project

#### 2017 Events

Events initiatives for 2017 include spreading budget more evenly throughout the year and add/expand smaller series and segment focused events, reduce spend allocated to single events. Most significant change is to Jazz Festival – TD Songs of Summer is the new event to replace Jazz Festival which is an all day, full street closure, family event

**MINUTES OF 2017 DOWNTOWN OAKVILLE BIA AGM FOR APPROVAL**  
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**The Oakville Centre for Performing Arts**

Current evaluating technology that would measure our pedestrian traffic in downtown to support increase of foot traffic.

**2017 Event Funding Strategy**

Moving to in-house sponsorship and grant applications (moved from third party supported)  
Doing so to develop direct and strong relationships with sponsors; reduction of cost associate with third party support, BIA is fully staffed therefore ED is able to work on strategic projects

Recommendation that the budget be approved – see provided 2017 budget

**Budget Proposal for 2017**

The proposed 2017 Budget is \$1,222,694, increase of \$201,534 vs. 2016 actuals. Existing BIA tax levy budget increased by 2% to \$906,500. Remainder of proposed increase from expanded BIA area.

Incremental budget – approximately 75% to fund additional Marketing; remainder to fund primarily set up of Beautification costs in the new BIA area.

Impact per \$100,000 assessed value is \$7.36 or 2.17% decrease.

With average assessment of \$1.8 million, current BIA levy at \$6,180, revised levy at \$6,046 – levy will go down for each business

**Motion:** To pass 2017 Operating Budget

**Moved by:** May Natour

**Seconded by:** Julia Hanna

**CARRIED 20**

Click [here](http://oakvilledowntown.com/member-resource/agsm-bia-presentation-2017/) for the full BIA AGM presentation or url: <http://oakvilledowntown.com/member-resource/agsm-bia-presentation-2017/>

**Introduction of Town Staff**

Commissioner Gord Lalonde

Councilor Natalia Lishchyna

Councilor Dave Gittings

Councilor Nick Hutchins

Dorothy St. George - Director Economic Development Department

Lynn Horlor - Director of Financial Operations

Paul Allen – Manager, Design & Construction



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

Dorothy St. George and Paul Allen from the Town presented to the members what town of Oakville initiatives are underway.

**Construction Project for Bridge and Streetscape Plan – Paul Allen**

Lakeshore Bridge - scheduled December 15, 2017 to be complete. Bonus clause in contract for construction crew. Compensation linked for earlier completion. Can start taking advantage of this clause as of November 7, 2017.

**Streetscape Construction from Allan from Navy Streets**

A functional concept, with removal of center turn lane, wide boulevards. Wider 6 meter sidewalks, with newly designed street furnishings, trees and marketing. Will be using higher end building materials – granite pavers, soil cells for tree growth. No raised curbs / flexible streets. Looking at revitalizing Towne Square in coordination of Lakeshore reconstruction. Looking at Smart City technology for under the ground to be in place to support future of Downtown; public wifi, recharge stations

**Streetscape/Construction Mitigation Strategy**

Plan will be do revitalize three blocks per year, starting in February through to November (November to Feb fully available), one block at a time and maintain pedestrian access all time. Town is working on an extensive mitigation plan with BIA input.

**Four Pillars of the Mitigation Strategy – Dorothy St. George**

Construction: storefront construction office for presence from Town; community liaison resource; temporary signage and wayfinding, hours of operation, parking options, noise and dust control, emergency management, issues management

Communication: Ensure residents and businesses are aware of the construction process and questions are addressed. Website and web management will be used including media relations and established protocols as coordinated with the BIA

Marketing: Market the renewed downtown business district and encourage people to be a part of the change. Create an information office that showcases the renewed streetscape and create visual displays and attractions throughout Lakeshore Road highlighting the changes and smart technologies

Economic: celebrate construction milestones through events and special functions. Provide downtown with Town programming such as Cultural connections. Discounted fees for patios and outdoor displays extended. Explore the use of the former Post Office building as an Innovation Hub.

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Parking options will be explored – including use of the parking garage at the former Hospital.  
Waterside gathering for 2018 – possible food experience at Tannery Park

Click [here](http://oakvilledowntown.com/member-resource/agm-town-oakville-update-2017/) for Town presentation or url: <http://oakvilledowntown.com/member-resource/agm-town-oakville-update-2017/>

Click [here](http://oakvilledowntown.com/member-resource/town-timeline-projects-2020/) for Town Project Townline or url: <http://oakvilledowntown.com/member-resource/town-timeline-projects-2020/>

**Questions on Town of Oakville Update**

None

**New / Other Business**

None

**Adjournment**

**Motion:** To adjourn the meeting at 9:12am

**Moved by:** May Natour

**Seconded by:** Anna Cammarata

**CARRIED 24**



## 2017 FINANCIAL REVIEW (Unaudited)

| <b>DOWNTOWN BIA 2017 FINANCIAL REVIEW (Unaudited)</b> |                                     |   |   |                  |
|---|-------------------------------------|---|---|------------------|
| AGM: March 27, 2018                                   |                                     |   |   |                  |
|   | <b>2017<br/>APPROVED<br/>BUDGET</b> | <b>2017<br/>PRELIMINARY<br/>ACTUALS</b> | <b>2017 to 2017<br/>Actuals to Budget</b> |                  |
|   |                                     |   | <b>% Change</b>                           | <b>\$ Change</b> |
| <b>REVENUES:</b>                                      |                                     |   |   |                  |
| Tax Levy Town of Oakville                             | 1,106,500                           | 1,106,500                               | 0.0%                                      | 0                |
| Property Tax Write-Offs                               | -50,000                             | -42,700                                 | -14.6%                                    | 7,300            |
| Supplementary Tax Revenue                             | 0                                   | 0                                       | 0.0%                                      | 0                |
| <b>Total Tax Revenue</b>                              | <b>\$1,056,500</b>                  | <b>\$1,063,800</b>                      | <b>0.7%</b>                               | <b>7,300</b>     |
| Grants  | 27,313                              | 28,192                                  | 3.2%                                      | 879              |
| Event Revenue   | 119,409                             | 83,582                                  | -30.0%                                    | -35,827          |
| Other Revenue   | 19,472                              | 13,600                                  | -30.2%                                    | -5,872           |
| Transfer from Reserves                                | 0                                   | 0                                       | 0.0%                                      | 0                |
| <b>TOTAL REVENUES:</b>                                | <b>\$1,222,694</b>                  | <b>\$1,189,174</b>                      | <b>-2.7%</b>                              | <b>-\$33,520</b> |
| <b>EXPENSES:</b>                                      |                                     |   |   |                  |
| Administration  | 390,435                             | 372,103                                 | -4.7%                                     | -18,332          |
| Marketing and Advertising                             | 392,222                             | 327,072                                 | -16.6%                                    | -65,150          |
| Beautification  | 199,910                             | 198,738                                 | -0.6%                                     | -1,172           |
| Events and Promotions                                 | 222,317                             | 217,229                                 | -2.3%                                     | -5,088           |
| Other Expense   | 17,810                              | 10,933                                  | -38.6%                                    | -6,877           |
| Transfer to Reserves                                  |                                     | 63,098                                  | 0.0%                                      | 63,098           |
| <b>TOTAL EXPENSES:</b>                                | <b>\$1,222,694</b>                  | <b>\$1,189,174</b>                      | <b>-2.7%</b>                              | <b>-\$33,520</b> |

| <b>RESERVE CONTINUITY</b>  | <b><u>2013</u></b> | <b><u>2014</u></b> | <b><u>2015</u></b> | <b><u>2016</u></b> | <b><u>2017</u></b> |
|----------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Balance Beginning of Year  | (\$23,897)         | \$33,665           | \$96,436           | \$57,537           | \$64,646           |
| Transfer to Operations     | \$0                | (\$6,000)          | (\$50,000)         | \$0                | \$0                |
| Transfer to Reserves       | \$57,562           | \$68,771           | \$11,101           | \$7,109            | \$63,098           |
| <b>Balance End of Year</b> | <b>\$33,665</b>    | <b>\$96,436</b>    | <b>\$57,537</b>    | <b>\$64,646</b>    | <b>\$127,744</b>   |

**NOTES:**

**Revenue**

Lower than budget due to change in sponsorship operations

**Expenses**

Administration lower than budget primarily result of staff shortage for portion of year

Marketing lower than budget primarily result of unexpected project savings occurring close to year end





## 2018 Proposed Budget

### DOWNTOWN BIA PROPOSED BUDGET 2018

AGM: March 27, 2018

|                           | 2018<br>PROPOSED<br>BUDGET | 2017<br>Approved<br>Budget | 2017<br>Prelim<br>ACTUALS | 2017 to 2018<br>Budget to Budget |                 | 2017 to 2018<br>Actuals to Budget |                 |
|---------------------------|----------------------------|----------------------------|---------------------------|----------------------------------|-----------------|-----------------------------------|-----------------|
|                           |                            |                            |                           | % Change                         | \$ Change       | % Change                          | \$ Change       |
| <b>REVENUES:</b>          |                            |                            |                           |                                  |                 |                                   |                 |
| Tax Levy Town of Oakville | 1,125,865                  | 1,106,500                  | 1,106,500                 | 1.8%                             | 19,365          | 1.8%                              | 19,365          |
| Property Tax Write-Offs   | -45,000                    | -50,000                    | -42,700                   | -10.0%                           | 5,000           | 5.4%                              | -2,300          |
| Supplementary Tax Revenue | 0                          | 0                          | 0                         | 0.0%                             | 0               | 0.0%                              | 0               |
| <b>Total Tax Revenue</b>  | <b>\$1,080,865</b>         | <b>\$1,056,500</b>         | <b>\$1,063,800</b>        | <b>2.3%</b>                      | <b>\$24,365</b> | <b>1.6%</b>                       | <b>\$17,065</b> |
| Grants                    | 28,100                     | 27,313                     | 28,192                    | 2.9%                             | 787             | -0.3%                             | -92             |
| Event Revenue             | 96,000                     | 119,409                    | 83,582                    | -19.6%                           | -23,409         | 14.9%                             | 12,418          |
| Other Revenue             | 12,500                     | 19,472                     | 13,600                    | -35.8%                           | -6,972          | -8.1%                             | -1,100          |
| Transfer from Reserves    | 0                          | 0                          | 0                         | 0.0%                             | 0               |                                   | 0               |
| <b>TOTAL REVENUES:</b>    | <b>\$1,217,465</b>         | <b>\$1,222,694</b>         | <b>\$1,189,174</b>        | <b>-0.4%</b>                     | <b>-\$5,229</b> | <b>2.4%</b>                       | <b>\$28,291</b> |
| <b>EXPENSES:</b>          |                            |                            |                           |                                  |                 |                                   |                 |
| Administration            | 396,920                    | 390,435                    | 372,103                   | 1.7%                             | 6,485           | 6.7%                              | 24,817          |
| Marketing and Advertising | 342,000                    | 392,222                    | 327,072                   | -12.8%                           | -50,222         | 4.6%                              | 14,928          |
| Beautification            | 232,545                    | 199,910                    | 198,738                   | 16.3%                            | 32,635          | 17.0%                             | 33,807          |
| Events and Promotions     | 234,000                    | 222,317                    | 217,229                   | 5.3%                             | 11,683          | 7.7%                              | 16,771          |
| Other Expense             | 12,000                     | 17,810                     | 10,933                    | -32.6%                           | -5,810          | 100.0%                            | 1,067           |
| Transfer to Reserves      |                            |                            | 63,098                    | 0.0%                             | 0               | -100.0%                           | -63,098         |
| <b>TOTAL EXPENSES:</b>    | <b>\$1,217,465</b>         | <b>\$1,222,694</b>         | <b>\$1,189,174</b>        | <b>-0.4%</b>                     | <b>-\$5,229</b> | <b>2.4%</b>                       | <b>\$28,291</b> |

| TAX LEVY COMPARISON   | 2012      | 2013      | 2014      | 2015      | 2016      | 2017        | 2018        |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|
| Taxation Revenue      | \$818,195 | \$849,910 | \$862,659 | \$871,285 | \$888,712 | \$1,106,500 | \$1,125,864 |
| % Increase of Revenue | 11.4%     | 3.9%      | 1.5%      | 1.0%      | 2.0%      | 24.5%*      | 1.75%       |

| RESERVE CONTINUITY        | 2013       | 2014      | 2015       | 2016     | 2017      | 2018      |
|---------------------------|------------|-----------|------------|----------|-----------|-----------|
| Balance Beginning of Year | (\$23,897) | \$33,665  | \$96,436   | \$57,537 | \$64,646  | \$127,744 |
| Transfer to Operations    | \$0        | (\$6,000) | (\$50,000) | \$0      | \$0       | \$0       |
| Transfer to Reserves      | \$57,562   | \$68,771  | \$11,101   | \$7,109  | \$63,098  | \$0       |
| Balance End of Year       | \$33,665   | \$96,436  | \$57,537   | \$64,646 | \$127,744 | \$127,744 |

#### NOTES:

Revenue increase in 2017 - reflected newly expanded BIA area plus inflation, \*resulted in a 2% DECREASE in BIA tax levy rate  
 Revenue increase in 2018 - reflection of inflation



## 2018 Event Listing

| Event                                      | Date                                  |
|--|---------------------------------------|
| A Taste of Oakville                        | January 24 – February 7               |
| Fashion Event (tentative on participation) | April 9-15                            |
| Spring Bloom                               | May 12 &13                            |
| Sidewalk Sale                              | June 7-10                             |
| Summertime                                 | Thursday – Sunday June 7- September 2 |
| Midnight Madness                           | Friday July 13                        |
| Songs of Summer                            | August 10 &11                         |
| Autumn Harvest                             | Saturdays in October 6,13,20,27       |
| Tiny Tots on Parade                        | Wednesday October 31                  |
| Tree Lighting Ceremony                     | Friday December 16                    |
| Christmas Cheer                            | Saturdays & Sundays in December 1-16  |

