



**Downtown Oakville BIA
2017 Annual General Meeting on Tuesday March 21st, 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



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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

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

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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

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.



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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

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Click [here](#) for the full BIA AGM presentation or url:

<http://oakvilledowntown.com/member-resource/agm-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

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



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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.

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/>



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Click [here](#) 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