



**Downtown Oakville BIA
2018 Annual General Meeting on Tuesday March 27, 2018 @ 8:00 AM
The Oakville Centre for Performing Arts**

Board Members Present: Nicholas Bourikas, Anna Cammarata, May Natour, Mayor Rob Burton, Kevin Graff, Gordon Petch, Julia Hanna, Kevin Yates

BIA Staff: Sharlene Plewman, Paige Grasby, Milan Bowie, Christine Butler, Brittany Goettler

Minutes by Milan Bowie

Meeting was called to order at: 8:11 a.m.

Members: 24

Declaration of Quorum: Yes

Declared Conflicts of Interest: None

Introductions and staffing updates

- Gordon Petch (Municipal Law Chambers) and Kevin Graff (Graff Retail) filling vacancies on the board
- Brittany leaving her position as Marketing Manager in the fall to pursue MBA

Motion: Approval of 2018 AGM Agenda

Moved by: Jasper Moester

Seconded by: Anna Cammarata

CARRIED: Yes

Additions to the Agenda: None

Motion: Approval of 2017 AGM Minutes

Moved by: Julia Hanna

Seconded by: Anna Cammarata

CARRIED: Yes

Motion: Confirmation of 2018 Auditor

Moved by: Gordon Petch

Seconded by: May Natour

CARRIED: Yes

Beautification review – Introduced new Christmas décor, flowers and banners in expanded area, fall arrangements throughout downtown, new winter arrangements in Towne Square
Maintained all successful initiatives including, summer planters/ baskets, winter baskets, lights in trees and litter removal

Events review – Continued to focus on smaller events occurring more frequently
Enhanced events that have become popular to community members
Tree Lighting Ceremony continues to grow towards becoming a signature event



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Songs of Summer has been adjusted for 2018 to a two-day event with only evening road closure based on feedback from businesses and community members

Marketing review – Shifted our focus to content driven digital marketing in addition to mail and billboard campaigns

Summertime continued to grow weekly, key event traffic maintained strong while having Songs of Summer in its first year

Direct mail to Oakville households (68,000) – high response rate based on industry standards
GO Train billboard moved to platform level allowing our campaigns to be seen by 300,000 +/- each month

Continued to grow social media and receive high engagement levels

100 % growth on Instagram based on increased, more frequent content

Increased reach on Facebook through organic and paid ads

Still finding success using different platforms as they result in reach of different demographics

Presentation of the 2017 financial report (un-audited) / Year in Review

Recommendation that the report be received

2017 Financial Review - Unaudited

- Surplus of 63,098 to be transferred into stabilization reserve
 - Town covered costs towards end of year that otherwise would come from budget in marketing
 - Shortage of staff resulted in being under budget in administration

Motion: To pass 2017 Financial report

Moved by: Anna Cammarata

Seconded by: Gordon Petch

CARRIED: Yes

2018 Beautification plans – Continue to build-out expanded area where possible

Maintain core initiatives (summer planters/baskets, banners, etc.)

Add new initiatives including spring planters in Towne Square and at entrance points, spring cleanup and garbage receptacle cleaning, interactive beautification

Continue to work with the Town on beautification projects post construction

2018 Event plans – Increase opportunities for members to be highlighted at our events and better highlight events that members are hosting

New events: Oakville Fashion Week, Spring Bloom (Mother's Day focus) and Songs of Summer (two day festival and night time road closure)

Continue to make downtown Oakville a place community members talk about and want to be a part of

2018 Marketing plans – Continue with digital and mail as main avenues



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Integrate the use of automation technology to better engage with digital customers
Continue to expand our level of content marketing, including sharing more member content
Work closely with the Town approaching and during construction to ensure our communication is accurate and efficient

Presentation of the 2018 Operating Budget

Budget increasing based on inflation 1.75% = \$62.49/1,000,000 assessed value

Tax Levy: \$1,125,165

Motion: To pass 2018 Operating Budget

Moved by: Georges Vassiliadis

Seconded by: May Natour

CARRIED: Yes

FOR: 18

AGAINST: 0

Future Planning

2019/2020 – Maintain close communication with Town and contractor

Event and beautification will require some alteration due to construction including 2-year hiatus from Songs of Summer

Dedicated marketing campaign to remind the public that downtown Oakville remains 'open' during construction

2021 & beyond – Marketing downtown Oakville as the best downtown in Canada

Working with Town on project to unify Lakeshore Rd and other downtown streets

Introductions for Town Staff

Names: Mary Vallee, Dorothy St. George, Paul Allen

Town of Oakville Update – Dorothy St. George

- Mitigation Team – Cross department team
- Mary Vallee – Sr. Liaison and Communications Advisor
- Paul Allen – Construction Project Manager
- Courtney Olmsted – Marketing and Communications Coordinator

Vision for downtown Oakville – Influence from the business, BIA, and Town to create best downtown in Canada, position downtown Oakville for the Cultural hub, bring in new investment to downtown



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Create awareness of the reconstruction project and predict outcomes to apply mitigation strategies appropriately

2019-2020 – Drawing people DTO during contractions via events to try and sustain your businesses during this time

Inputs and Outcomes – Inputs: budget, staff resources, consultants, stakeholders

Strategy Development: construction, marketing and communication, economic, urban design and events

Initial Outcomes: relationships, problem solving, awareness, innovation hub

Intermediate Outcomes: increased visitors, sustainability, entrepreneurial ecosystem

Long-term Outcomes: best downtown in Canada, downtown cultural hub, creating opportunities for new investment

Achievements – Lakeshore Rd bridge reconstruction completed, pedestrian cross over at Navy St and Church St, two-way conversion of Navy St, final public consultation on design, BIA expansion completed, hired liaison and communications advisor, downtown project office under construction, marketing firm hired, continuation of pilot patio program, HONK mobile app launched, Christmas overnight parking pilot, 20 minute parking spots, perspective magazine

2018 Projects – Two way street conversion, project office opening May 2018, continuing patio program, develop and implement mitigation strategies, public consultation on Towne Square, finalization for design for urban design guidelines for downtown, consultation on mitigation options, activation of select mitigation strategies, completion and implementation of marketing and mitigation plans

2018 Resurfacing – Reconstruction of Water St. – timeline = 2 weeks in May 2018

Resurfacing 5 downtown parking lots 1, 2,5,14

Adding parking on Water St. – June/ July (not all done at once)

Two way conversion/resurfacing all except Reynolds St (Region work) – Thomas St, Dunn St, George St, Church St, Randall St

Rebecca St. to Dorval and Lakeshore Rd E from Douglas Ave to Chartwell Rd (Sept/Oct)

Public meeting with BIA and Region in early May 2018

Project timeline

Phase 1 – start in March/April, 8 months (Navy St – Dunn St) completed in Nov 2019

Phase 2- start in March/April, 8 months (Dunn St – Allan St) completed in Nov 2020

Panned mitigation initiatives – Longer hours to speed up length of project, clear markings of locations of businesses, Sr. Communications Advisor office will be located in the project office (old post office), smart city features – Possible options include: public wifi, parking sensors (future capability), portable charging stations, new pedestrian counter(s), among other



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initiatives, Towne Square rehabilitation during the 1st phase of construction in 2019, introducing new and temporary parking options during construction,

Next Steps – Update to council on April 10, further exploration and costing Q2 and Q3, final report in Q4

Mary Vallee – Sr. Liaison and Communications Advisor, Downtown Projects

- Main contact leading up to and during construction
- Email: mary.vallee@oakville.ca

Adjournment

Motion: To adjourn the meeting at 9:47 a.m.

Moved by: Julia Hanna

Seconded by: Anna Cammarata

CARRIED: Yes