

## **Downtown Oakville BIA Board of Management Meeting Minutes**

**Meeting Date:** Wednesday, July 2, 2025

**Start Time:** 6:30 PM

**Location:** In person. Zoom available for those who need it

**In Attendance:** Violet, Nancy, Ed, Janet, Susan, Chantal, Darlene, Lisa

**Staff:** Susan Johnston, Vinita

<b>Agenda Item</b>	<b>Discussion Leader</b>	<b>Discussion</b>
<b>Part 1 – Official Business</b>	Board Chair	
Call to order – 6:32 PM		Meeting called to order at 6:32 PM
Declaration of quorum		Quorum declared
Conflict of interest		None declared
Approval of agenda	Janet, Nancy	Approved
Approval of minutes (as amended by Janet)	Violet, Janet	Approved, all in favour
Motion to go in camera – 6:39 PM	Nancy, Janet	Approved
Out of camera – 7:20 PM	Violet, Chantal	Approved

**Part 2 – Board Chair Update** | Board Chair | Provided in in-camera session

**Part 3 – Town of Oakville Update** | Councillor Janet Haslett-Theall | Protests: Protected by Charter, cannot be restricted by permits; town works with police to guide timing. Businesses advised not to engage. Police rarely arrest unless necessary. Noise levels: Municipal enforcement limited; noise may continue until 10 PM. Request submitted to police for volume management. Parking Garage: Project completion now expected mid-late August. Meter Issues: 40 new tap-enabled meters to be installed within 6–8 weeks. Delivery Zone Updates: New rules for unmarked commercial vehicles being considered. Short-Term Parking: Adjustments made; 20-minute zones reintroduced between patios. Uber Drivers & Tickets: Enforcement increased near Kelly's. Patio Layouts: Town to revisit setup based on seasonal learnings. Muffler Noise: Concerns about loud mufflers raised; awaiting response from police. Library: Design updates coming September; three-storey cost concerns noted. Town Square Redevelopment: Construction begins October, targeted reopening June 1. Speaker system not included, but infrastructure will be installed. Board input encouraged. Previous action items: To be carried forward.

**Part 4 – Executive Director's Update** | Executive Director | New Staff: Introduced Vinita (Week 2). Social Media Manager to be hired within two weeks. Financial Overview: 75% of levy received; remainder due September. Admin spending at 54% of budget. Legal costs only significant variance. Reserve funds may be used to meet 2024 standards. Contract

Tracking: Spreadsheet being created. Beautification: 35% spent YTD; major summer planting pending. Planters: Request from Chantal to move planters from residential areas to business-facing streets. Foot Traffic Trends: Down across BIAs; Susan to monitor and analyze demographics. TD Summer Music: Launch includes bus wrap and 3 locations. Members expressed enthusiasm. Newsletter Feedback: Positive with suggestions received. Fall & Holiday Planning: Begins next week. Social Media (Vinita): Manual data for May/June. Moving to Sprout Social. May IG growth linked to consistent posting. Facebook reach lower despite more posts—content type may be a factor. Best performing content: “Boots in the Square.” July strategy: regular cadence and boosting to out-of-area users. Social Hiring: New manager chosen based on digital expertise and community experience. Protest Communication: Members expressed concern about disruption. Strategy in development for future communications.

**Part 5 – Financial Update** | Treasurer & Board Chair | Covered under Executive Director’s Update

**Part 6 – In Camera Session** | Board Chair | Conducted earlier in the meeting

**Next Meeting:** Wednesday, September 3, 2025

**Adjournment:** Motion by Nancy, seconded by Janet – Approved at 8:22 PM