



Meeting Summary

Plan 20Thirty

October 27, 2021 6:00 – 8:00 PM

Microsoft Teams – Online Meeting

Name	Organization or Individual	Attended
Hailey Wright	Director of Economic Development (City of Oshawa)	Yes
Mary Cousineau	Manager of Downtown and Business Development (City of Oshawa)	Yes
Andrew Holmes	Frère Du Nord (Retail)	Yes
Jack O'Donnell	Canadian Automotive Museum (Cultural)	Yes
Lauren Gould	The Robert McLaughlin Gallery (Cultural)	No
Carla Holland	Cupcake Goodness (Culinary)	Yes
Tess Pierce	Etresoft (Professional services)	Yes
Joel Nascimento	Kevaras Autonomous Services (Professional Services)	Yes
Louise Parkes	Parmac Relationship Marketing Ltd. (Professional Services)	Yes
Garth Johns	Downtown Resident	Yes
Laura Vaillancourt	Downtown Resident	Yes
Hans Jain	Atria Development (Downtown Development Industry)	Yes
Richard Summers	Summers & Co. (Downtown Development Industry)	Yes
Matthew Mackenzie	Ontario Tech University	Yes
Stacey Snow	The Backdoor Mission for The Relief of Poverty (Social Services)	Yes

1. Introductions and Housekeeping (20 minutes)

The City of Oshawa is situated on treaty land that is steeped in rich Indigenous history, and is the present day home to many First Nations, Metis and Inuit people. Today, we acknowledge that we are gathering on the traditional territories of the Mississaugas of Scugog Island First Nation.

Hailey Wright thanked the group for gathering today and expressed excitement for the work to come over the next few months. Introductions were made to introduce the committee to supporting staff including Hailey Wright, Director of Economic Development Services, Mary Cousineau, Manager of Downtown and Business Development, and Katie Cassin, Business Intelligence Coordinator. These individuals will be the primary City staff members supporting this group, although the entire branch and other departments will be included to support the vision of this group where needed. As this initiative begins, a reminder was made for all members and organizers to maintain a safe and respectful space for open discussion and to share ideas. Members were made aware that a meeting summary document will be circulated after each meeting and posted publicly to the website. The group then proceeded with short introductions from all present committee members.

2. Presentation (30 minutes)

Hailey Wright presented to the group, highlighting main objectives, deliverables, objectives, timelines and other stakeholder groups for Plan 20Thirty.

Some of the key objectives of Plan 20Thirty that should be considered are as follows:

- Acknowledging the impact of the COVID-19 pandemic
- Examining challenges and future opportunities
- Enhancing a better economic foundation for future growth
- Enhancing and leveraging the downtown's strengths and assets

At the end of the project, the following deliverables will be completed:

- Documented community input from the consultation and engagement phase of the project
- An analysis of strengths, weaknesses, opportunities, and threats (otherwise known as a "S.W.O.T. Analysis") of Downtown Oshawa's economy
- A Downtown action plan

The previous plan, Plan 20Twenty produced some key achievements including Community Improvement Plan improvements, residential development growth, streetscape guidelines and vision, expansion of the downtown boundary, and the Sidewalk Café program. There are components of the plan's recommendations that are outstanding and can inform some of the action brought forward in this group, including more downtown events, "Red Tape" committees, pop-up storefronts, and targeted communication to downtown businesses and property owners. Priorities from this group

may also overlap or be supported by other stakeholder groups and plans, such as the Downtown Safety & Security Action Plan and Senior Staff Task Force.

This group will continue to meet once a month for the next six months to generate ideas and feedback. From now until the end of the year, the group will provide feedback on the current state of Downtown Oshawa and engage in public consultation. In early 2022, an initial plan will be drafted and refined by the group. In the spring, the final plan will be presented to the committee for endorsement and will then be finalized to be endorsed by the Development Services Committee and Council.

3. S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats) Exercise (60 minutes)

The committee contributed various topics that explored the strengths, weaknesses, opportunities, and threats of Oshawa's downtown.

4. Action Items

- Hailey will send a poll out to arrange a time for the next meeting
- Members are asked to send in a photo and description to include on the website

5. Adjournment

Meeting was adjourned at 8:11 PM