



OFFICE OF
THE PRESIDENT

May 24, 2023

Mary Medeiros
City Clerk
City of Oshawa, 1st Floor, West Wing, City Hall
50 Centre St. S.
Oshawa, ON L1H 3Z7

Re: CNCL-23-54 Downtown Oshawa Banner Program

Dear Mary,

I am writing to express Durham College's position as the City of Oshawa reviews the Downtown Banner Program to ensure the inclusion of all three post-secondary institutions in Oshawa. We believe that pursuant to the recommendations laid out in report CNCL-23-54 Downtown Oshawa Banner Program for the May 29th Council Meeting, the current recommendation in the report does not adequately promote the community partners who contribute to the success of downtown.

We recognize that the purpose of these banners has been to represent local community stories and act as a placemaker for organizations and groups directly involved in the success and well-being of the downtown core. This is why we strongly believe, representing all three post-secondary institutions on these banners is important – as we all share the same goal to proudly represent the community in which we serve.

Durham College has been an active member of the Oshawa community for more than 50 years. Since 1967 we have seen more than 100,000 students graduate. Many of our students, employees and graduates live, work and play in downtown Oshawa. Furthermore our annual convocation ceremony at the Tribute Centre brings thousands of guests to the downtown, contributing to its economic growth and reputation as an education hub.

While we value our existing partnerships, such as TeachingCity, we believe that the current proposal fails to recognize the equal importance and impact of all three post-secondary institutions. We kindly request the City of Oshawa to consider allowing multiple organizations access to banner opportunities in the downtown core, including Durham College, as the City reviews the policy. By doing so, we can demonstrate the dynamic nature of downtown Oshawa and foster unity among community partners.

We appreciate council's attention to this matter and look forward to a positive dialogue on implementing an inclusive downtown flag policy. Together, we can showcase the contributions of all post-secondary institutions and strengthen our commitment to Oshawa's success.

Thank you for your ongoing support and collaboration.

Sincerely,

Don Lovisa
President, Durham College