

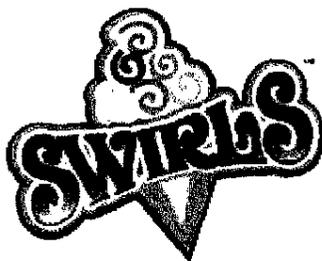
CA-09-272

John Henry

S.14 (1) MFIPPA
From: jkelsey |
Sent: Monday, October 19, 2009 10:40 AM
To: John Henry
Subject: RE: Refreshment Vehicle Licensing

Sounds good. Thank you John,

Joe Kelsey
 Frosty Freeze Ice Cream
 289-200-4718
 www.frostyfreeze.ca



From: John Henry [mailto:JHenry@oshawa.ca]
Sent: October-17-09 9:11 AM
To: Joe
Subject: RE: Refreshment Vehicle Licensing

Hi Joe

Thank you for taking the time to contact me. I will talk to staff on Monday or Tuesday and get back to you.

Regards,
 John

S.14 (1) MFIPPA

From: Joe [mailto:]
Sent: Thursday, October 15, 2009 11:31 AM
To: John Henry
Subject: Refreshment Vehicle Licensing

Hi John,

It's Joe Kelsey, the owner of Frosty Freeze in Oshawa.

I wanted to take a chance to write you in regards to refreshment vehicle licensing in Oshawa.

I purchased the business (Dickie Dee at the time) from Dave Wandless back in 2005. I started working for Dave when I was a teen back in 1991 riding a bike and worked for him for the next 14 years (mostly as manager) while holding down a full time job elsewhere.

When I took over in 2005 we went to work right away to implement changes that would improve the business.

One of these changes was starting up an event side of the business to cater to corporate functions. This side of the business has really flourished and keeps us very busy year round.

The other side of the business (the bikes) has been struggling despite many efforts to turn it around. One of the major issues that have been ongoing for the past 10 years is the presence of ice cream trucks coming in from

10/28/2009

Toronto without any licensing from the City of Oshawa.

Oshawa is a playground for them. By-laws are often much stricter in other areas including Toronto so they come into Oshawa taking money from this city without giving anything back.

Our riders have a very difficult time competing with a large ice cream truck that sells soft serve. When one of our riders sees a truck on his route, it's an instant moral killer, especially if the truck has a line-up.

The citizens of Oshawa even voice their preference of the ice cream truck over the bikes to our riders. Our riders will come in at the end of the night and speak with one another on trucks and how it killed their sales and how nothing is done about it. Let me tell you, it kills any chance of keeping a new rider. We spend thousands a year on advertising to get staff and it's wasted money.

Ice Cream Trucks have always had presence in Oshawa but it finally has come to a point in our business where we just can't sustain keeping the doors open.

We're not blaming ice cream trucks solely, there are other factors that come into play as well including the high rate of minimum wage, other competitors (anyone who sells pre-packaged novelty bars which is much more readily available than 15 years ago), lack of teens wanting to work, the whole Dickie Dee image etc.

When I was a teen working for Dickie Dee, my friends always gave me flack but I was one of the top vendors in Canada making \$400/week at 16 years old. I was driving a corvette and went to College thanks to Dickie Dee.

Nowadays, it seems like we're scraping the bottom of the barrel to find staff even in a recession! Recessions have normally been our best years.

I always pride myself in regards to my staff for events. 50% of the experience for the customer is service and we always give great service at events. Riders for my bikes are another story.

It's impossible to monitor the riders service and the pickings have been getting slimmer and slimmer each year. We've been hanging on for the last couple of years because of my passion for the business.

I have a huge passion for this business and hate to be the one who kills the bikes in this city but we have no other choice if we want a successful business.

The last thing we want to do (or the city for that matter) is to put questionable riders on the streets of Oshawa.

This will be our last season for the bikes in the City of Oshawa. We may take a look at it again in a few years but drastic changes would have to be implemented. We just don't want to put forth our time and resources needed to do so at this time.

What we would like to see from the City of Oshawa however is an opportunity to license 1 or 2 ice cream trucks within the city.

We've purchased an ice cream truck from the Family Channel (they were using it to promote their brand across Canada) are having it totally refinished as we speak.

The last thing we want to do is roll into Oshawa, breaking by-laws like each and every one of our truck competitors do. We have respect for this city and want to make sure not only they we have the appropriate licensing and insurance but that our truck has been approved by Durham Region Health Dept. as well.

The soft ice cream equipment that we use from One-Shot www.one-shot.com is actually the world's most sanitary soft ice cream. It's individually portioned soft ice cream that sealed at the ice cream manufacturer that co-packs the product for us until we actually dispense it. It's so sanitary that a sink with running water is not even necessary in most cities around the world (although we'll have one on our trucks). The machine is the standard soft ice cream machine in many countries including the U.K. and Japan where it's become the standard machine much in part to it being so sanitary.

We've done many great things with this product including the Oshawa Generals Gen-A-Swirl that we had produced when we had a couple of machines at the GM Centre. This product did exactly as anticipated. It tripled sales immediately and added to the whole experience for the fans.

We have numerous flavours of soft ice cream including flavours with inclusions (Pumpkin Pie with bits of crust), 3 flavoured swirls etc. as well have made a number of custom flavours for customers including a theme park. We even have seasonal (Halloween/Christmas/Canada Day Swirl) and amazing themed product including Pirate-Swirl etc.

Customers will never get bored with our constant introduction of new and exciting flavour/product options.

We've had much media exposure with the product including Toronto radio stations, Breakfast Television numerous times and even locally with Rogers.

I've also taken Ice Cream Technology at The University of Guelph and been all over the world including Europe to bring some of best of the world (as far as ice cream goes), to my dedicated customers.

We're very hands on with the production of our product and are making some great advancements with ice cream in Canada. We've produced as far as we know one of the first Organic soft ice creams as well as a soft soy product we've named "Soy-Serve".

We introduced this product at CHFA show and it was a huge hit with many including Whole Foods wanting it immediately.

I'm actually embarrassed that we haven't done much in Oshawa other than the bikes and the work at the GM Centre. I was born and raised in this city and want to remain doing business here.

Our truck is undergoing a full design/wrap by the same designer that does all the Pita Pit design. It will be fun and

10/28/2009

cartoonish and very similar to the design in the pics I attached. Our marketing guys are top notch. We'd love to roll out the trucks in April of 2010 and was hoping we'd have your support to have the City of Oshawa lift the ban on ice cream trucks in this city.

This would give us an opportunity to bring a world class product to Oshawa with reasonable pricing. This will give us a chance to have an incredible soft product that consumers much prefer rather prefer. This would also give us the fire power to compete with trucks coming into this city without licensing. What we would also like to see the City of Oshawa to follow suit with many other cities and implement stricter penalties for trucks that violate these bylaws. Currently, these trucks see these fines as a cost of doing business. It's truly not a deterrent.

My opinion is there's room enough for 2 trucks in Oshawa without affecting one another's business and without making the citizens of Oshawa upset with multiple trucks hitting the same areas every day.

Hopefully the city takes into consideration the fact we've been operating in the same location for over 40 years now and gives us first crack at the licenses.

Any help to get this moving to council as soon as possible would be much appreciated.

We're very excited to do more with the city and give back to it as well.

Thanks so much for your time and I apologize for boring you with my excessively long email. I have difficulty stopping when discussing ice cream!

We're in the process of a name change to "Swirls". It better defines our company, especially seeing that most of our flavours end in "Swirl" !!

Thanks for your time John,

Joe Kelsey

Frosty Freeze Ice Cream

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