



## DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

**Minutes of the Meeting of the Downtown Orillia Management Board, Tuesday, January 21, 2020 at 6:00 p.m. in the Boardroom of the Downtown Orillia Office, 33 Mississauga Street West, Orillia**

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**Present:** Michael Knight, Chair  
Michael Fredson, Vice Chair  
Al Wallace, Treasurer  
Nancy Nevala  
Councillor Rob Kloostra  
Paulo Guilherme  
Tyler Knight

**Absent:** Ron Spencer  
Susan Willsey

**Also Present:** Lisa Thomson-Roop, Manager  
Samantha Yandt, Events & Marketing Coordinator  
Victoria Edgerton, Cardwell Sign Company  
Paul Edgerton, Cardwell Sign Company

### **Open Session**

The Manager of the DMB opened the session and conducted the election of Chair.

### **Chair - Election**

Moved by Wallace, seconded by Kloostra:

THAT the Downtown Orillia Management Board appoint Michael Knight as Chair of the Board for the 2020 term.

**Carried.**

### **Call to Order**

The meeting was called to order at 6:15 p.m.

Moved by Kloostra, seconded by T. Knight:

THAT the Downtown Orillia Management Board appoint as Michael Fredson Vice Chair of the Board for the 2020 term.

**Carried.**

Moved by Kloostra seconded by T. Knight:

THAT the Downtown Orillia Management Board appoint Al Wallace as Treasurer of the Board for the 2020 term.

**Carried.**

### **Approval of Agenda**

Moved by Kloostra, seconded by T. Knight:

THAT the agenda for the Downtown Orillia Management Board meeting held on January 21, 2020 be approved as distributed.

**Carried.**

### **Disclosure of Interest**

1. Michael Knight – re: Reports – Item 3. Financials – December 2019

Nature of Interest – Member M. Knight is co-owner of Co-op Parking, one of the invoices listed to be paid in the report.

Member M. Knight left the table during discussion and voting on this matter.

2. Tyler Knight – re: Reports Item 3. Financials - December 2019

Nature of Interest – Member K. Knight is owner of Refillery District, one of the invoices listed to be paid in the report.

Member T. Knight left the table during discussion and voting on this matter.

### **Deputations**

1. Cardwell Sign Company, Victoria Edgerton, Paul Edgerton Manager of Installation and Service Dept. – re Faris Team Signage Variance Support Request.

Cardwell Sign Company provided an overview of the proposed signage and a demonstration of the Halo lighting.

### **Minutes**

1. November 19, 2019.

Moved by Wallace, seconded by Guilherme:

THAT the minutes of the Downtown Orillia Management Board meeting held on November 19, 2019 be adopted, having been printed and distributed.

**Carried.**

## **Closed Session**

There were no closed session items for this meeting.

## **Correspondence - Information Items**

1. Treasury Department – re DMB Budget Report.
  - a) October 2019.
  - b) November 2019.
2. Clerk's Department – re 2020 Budget Committee Approval of DMB Budget.
3. Orillia District Chamber of Commerce – re 2019 Accomplishments.
4. Clerk's Department – re Sign By-law – Proactive Enforcement Initiative - Update.
5. City of Orillia – re Notice of Second Public Meeting – Draft Plan of Subdivision – 144 Elgin Street.

Moved by Wallace, seconded by Nevala:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on January 21, 2020 be received as information.

**Carried.**

## **Correspondence - Action Items**

1. OBIAA - re 2020 Ontario BIA Conference.

Moved by Wallace, seconded by Nevala:

THAT the DMB send Samantha Yandt, Lisa Thomson-Roop to the 2020 National BIA Conference on April 19-22, 2020 in Toronto ON;

AND THAT up to \$2000 plus HST be allocated to cover registration, hotel, food and travel and food from the Conferences and Travel & Expenses accounts.

**Carried.**

2. Patti Agapi – re Proposal for Public Art Request for Project Support.

Moved by Kloostra, seconded by T. Knight:

THAT the Downtown Orillia Management Board support the proposal for public art to be located at 5, 7 and 9 Peter Street South.

AND THAT the DMB be given the opportunity to approve the art once the pieces have been chosen.

**Carried.**

3. Executive Asst. Mayor & Council – re Regular Relationship Building Meetings Invitation.

Moved by Wallace, seconded by Fredson:

THAT the DMB Chair, Vice Chair and DMB Manager accept the request for three regular relationship meetings with Mayor Clarke and Councillor Kloostra.

**Carried.**

4. Roots North Festival – Sponsorship Request.

Incorporate sponsorship in the 2020 Marketing plan discussion.

5. Susan Willsey – re Resignation from DMB.

Moved by Kloostra, seconded by T Knight.

THAT the Downtown Orillia Management Board receive the resignation of Susan Willsey;

AND THAT in accordance with Board Policy 4.15.1 Board Vacancies - Filling a Vacancy in the First Three years of the Term advertise the vacancy to the membership and have interested members submit an application to the Board of Management, who will select a director, in closed session from those who have submitted their names.

**Carried.**

6. Joe Winacott, Studabakers Beachside – re Taxi Service.

Moved by Fredson, Seconded by Nevala:

THAT the Downtown Orillia Management Board receive the correspondence from Joe Winacott of Studabakers Beachside;

AND THAT the DMB write council on behalf of restaurants, pubs and bars in downtown Orillia encouraging a solution be found address the taxi shortage in Orillia.

**Carried.**

7. Ron Spencer – re Resignation from DMB.

Moved by T. Knight, seconded by Guilherme:

THAT the Downtown Orillia Management Board defer the resignation of Ron Spencer until the February board meeting on February 19, 2020;

AND THAT in accordance with Board Policy 4.15.1 Board Vacancies - Filling a Vacancy in the First Three years of the Term advertise the vacancy to the membership and have interested members submit an application to the Board of Management, who will select a director, in closed session from those who have submitted their names;

AND THAT if a BIA member has not put their name forward by February 10, 2020 the DMB recommend to Council, in accordance with the Ontario Municipal Act Chapter - 100.2.6 Vacancy - appointment - remainder of term recommend to Council to authorize Ron Spencer to remain on the board of improvement for the remainder of the term ending November 14, 2022.

**Carried.**

8. Ellen Wolper, Paper Kapers – re Information Orillia, Green Again, Foot Patrol, Digital Main Street.

Moved by Kloostra, seconded by T. Knight.

THAT the correspondence from Ellen Wolper be received;

AND THAT the board direct staff to respond with the following comments:

- Thank you.
- Won't release merchant email list – against Canada's Anti Spam Legislation.

**Carried.**

## **Reports**

1. DMB Manager, Lisa Thomson-Roop – re 2020 Meeting Schedule.

Moved by Wallace, seconded by Nevala:

THAT the Downtown Orillia Management Board hold its regular 2020 monthly board meeting on the 3<sup>rd</sup> Tuesday of each month at 6pm;

AND THAT on months that the Tuesday is immediately following a long weekend that the meeting moves to the Wednesday.

**Carried.**

2. DMB Manager, Lisa Thomson-Roop – re DMB Representatives to City Committees.

a) Transit Advisory Committee.

Moved by Kloostra, seconded by Guilherme:

THAT the Downtown Orillia Management Board recommend to Council DMB Director Tyler Knight be appointed as the board representative of the Transit Advisory Committee.

**Carried.**

b) Farmers' Market Management Committee.

Moved by Kloostra, seconded by T. Knight:

THAT the Downtown Orillia Management Board recommend to Council DMB Director Nancy Nevala be appointed as the board representative of the Orillia Farmers' Market Management Committee to replace Courtney Thompson for the term ending November 30, 2020.

**Carried.**

c) Downtown CIP Grant Committee.

The board did not appoint an alternative designate as it does not require Council approval. If the Manager is unable to attend the meeting, she will reach out to a board member to attend in her place.

3. DMB Manager, Lisa Thomson-Roop – re Financial Report.

Moved by Kloostra, seconded by T. Knight:

THAT the Financial Report dated January 21, 2020 for the period November 19, 2019 to December 31, 2019 be received with the exception of the Refillery District and Co-op Parking invoices dated November 8, 2019 and November 18, 2019 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$26,814.42 from the 2019 DMB Budget.

**Carried.**

T. Knight left the table for this discussion.

Moved by Kloostra, seconded by Guilherme:

THAT the Refillery District invoice for hand soap in Financial Report dated January 21, 2020 for the period November 19, 2019 to December 31, 2019 be received;

AND THAT staff be authorized to proceed with payment in the amount of \$7.03 from the 2019 DMB Budget.

Carried.

T. Knight left returned to the table.

M. Knight left the table for this discussion.

Vice Chair Michael Fredson assumed duties of the Chair.

Moved by Wallace, seconded by Nevala :

THAT the Co-op Parking invoice for 2 parking spaces for 3 months in Financial Report dated January 21, 2019 for the period November 19, 2019 to December 31, 2019 be received;

AND THAT staff be authorized to proceed with payment in the amount of \$240.00 from the 2019 DMB Budget.

**Carried.**

M. Knight assumed the Chair

Moved by Fredson, seconded by Wallace:

THAT the Financial Report dated January 21, 2020 for the period January 1, 2020 to January 21, 2020 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$7,697.94 from the 2020 DMB Budget.

**Carried.**

4. DMB Manager, Lisa Thomson-Roop – re Signing Authorities.  
Moved by Nevala, seconded by Guilherme:

THAT the Downtown Orillia Management Board appoint the following members as signing authorities for 2020:

- Chair Michael Knight
- Michael Fredson
- Al Wallace

**Carried.**

5. Event & Marketing Coordinator, Samantha Yandt – re Events Report.
  - a) Christmas.
  - b) Downtown Orillia Christmas Market at St. James.

6. Event & Marketing Coordinator, Samantha Yandt – re Draft 2020 Events and Marketing Plan.

Moved by Kloostra, seconded by T. Knight.

THAT the Downtown Orillia Management Board receive the draft 2020 Events and Marketing Plan;

AND THAT directors provide comment to be incorporated into the plan and adopted at the February 2020 board meeting.

**Carried.**

7. DMB Manager, Lisa Thomson-Roop – re Digital Mainstreet Grant – Update.

8. Director Michael Fredson – re Online Shopping and the Economy.

- 9.. Director, Michael Fredson – re Parking Advisory Committee.

Moved by Kloostra, seconded by T. Knight:

THAT the Downtown Orillia Management Board receive the following committee reports as information:

- Events;
- Digital Mainstreet Grant;
- Parking Advisory;
- Online Shopping and the Economy.

**Carried.**



### **Deputation Motions**

Moved by Wallace, seconded by T. Knight:

THAT the DMB receive the deputation by Cardwell Sign Company regarding the variance request for the Faris Team Signage

AND THAT staff be directed to set up a time with the company to have the halo lights turned on for the board members;

AND THAT the decision to support the variance request be deferred until the February Board meeting.

**Carried.**

### **Date of Next Meeting**

Wednesday, February 19, 2020 at 6:00 p.m. in the Boardroom of the Downtown Orillia Office, 33 Mississauga Street West.

### **Adjournment**

Moved by Kloostra, seconded by T. Knight :

THAT the meeting be adjourned.

**Carried.**

Meeting adjourned – 8:34 p.m.

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Chair.