



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

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

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

Absent: Tyler Knight

Also Present: Lisa Thomson-Roop, Manager
Samantha Yandt, Events & Marketing Coordinator

Call to Order

The meeting was called to order at 6:02 p.m.

Approval of Agenda

Moved by Kloostra, seconded by Wallace:

THAT the agenda for the Downtown Orillia Management Board meeting held on February 19, 2020 be approved as distributed.

Carried.

Disclosure of Interest

1. Al Wallace– re: Reports – Item 1. Financials – February 19, 2020

Nature of Interest – Member Wallace is the owner of Downtown Computers, one of the invoices listed to be paid in the report.

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

Deputations

1. There were no deputations.

Minutes

1. January 21, 2020

Moved by Wallace, seconded by Fredson:

THAT the minutes of the Downtown Orillia Management Board meeting held on January 21, 2020 be adopted, having been printed and distributed.

Carried.

Closed Session

Motion to move into Closed Session

Moved by Fredson, seconded by Wallace:

THAT, pursuant to Section 239(4) of the Municipal Act, 2001, S.O. 2001, c.25, notice is hereby given that the Downtown Orillia Management Board intends to hold a closed session meeting in the Downtown Orillia Management Boardroom to deal with a matter pursuant to Section 239(2) (b) of the said Act (Personal Matter).

Carried.

Closed Session Items

1. Board Vacancy Recommended Appointment. (*Personal*)

Motion to Rise to Open Session

Moved by Kloostra, seconded by Guilherme:

THAT the Downtown Orillia Management Board rise and report to Open Session.

Carried.

Open Session

The board reported to Open session.

Motions Arising from Closed Session Discussions

Moved by Wallace, seconded by Fredson.

THAT the Downtown Orillia Management Board recommends to Council that Ron Spencer, who is no longer a property or business owner within the Business Improvement Area boundaries, be authorized to continue to serve for the remainder of the term to expire November 14, 2020.

Carried.

Correspondence - Information Items

1. Clerk's Department – re Board Vacancy Recommended Appointment.
2. Economic Development Department – re Downtown Tomorrow Community Improvement Plan Annual Review and 2020 Recommendations.
3. Clerk's Department – re Amending Chapter 725 of Municipal Code – Vehicle for Hire Licensing.

Moved by Wallace, seconded by Fredson:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on February 19, 2020 be received as information.

Carried.

Correspondence - Action Items

1. Cardwell Sign Company – re Faris Team Signage Variance Support Request.

Moved by Klootra, Seconded by Guilherme:

THAT the Downtown Orillia Management Board receive the sign variance request submitted by Faris Team located at 74 Mississauga Street East;

AND THAT staff be directed to inform the applicant the board supports the Sign By-law's prohibition of Backlit signs.

Carried.

2. Laura Thompson, Economic Development Department – re OMAFRA Rural Economic Development Downtown Orillia Placemaking Project – Request for Letter of Support.

Moved by Wallace, seconded by Fredson:

THAT the Downtown Orillia Management Board write a letter in support of the City of Orillia's OMAFRA Rural Economic Development (Red) Grant application for the proposed Downtown Orillia Placemaking Project.

Carried.

3. Peter Street Arts District – re Street Signage Support Request.
Moved by Kloostra, seconded by Guilherme:

THAT Downtown Orillia Management Board cover the cost of installation of the Arts District Street Signs to a maximum of \$200 plus HST;

AND THAT if feasible, DMB maintenance staff install the signs to avoid the installation fee.

Carried.

Reports

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

Moved by Kloostra, seconded by Guilherme:

THAT the Financial Report dated February 19, 2020 for the period January 21, 2020 to February 19, 2020 be received with the exception of the Downtown Computer Invoice dated December 10, 2019 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$9,055.81 from the 2020 DMB Budget.

Carried.

Al Wallace left the table.

Moved by Kloostra, seconded by Guilherme:

THAT the Downtown Computers invoice for a refurbished laptop in Financial Report dated February 19, 2020 for the period January 21, 2020 to February 19, 2020 be received;

AND THAT staff be authorized to proceed with payment in the amount of \$451.99 from the 2020 DMB Budget.

Carried.

Al Wallace returned to the table.

2. Event & Marketing Coordinator, Samantha Yandt – re 2020 Events and Marketing Plan – For Approval.

Moved by Nevala, seconded by Guilherme:

THAT the Downtown Orillia Management Board sponsor Roots North \$750 in 2020 as amended to no offer venue sharing.

Carried.

Moved by Kloostra, seconded by Guilherme:

THAT the Downtown Orillia Management Board approve the 2020 Advertising and Marketing Plan as amended to include the following:

- Billboard Location Option 1 and \$12,500 for 12 months beginning April 2020:
AND THAT the staff explore changing the logo to stand out more on the billboard;
- \$25 a month in boosted Facebook and Instagram posts promoting Downtown Orillia;
- AND THAT staff explore running 1 off Pre-show cineplex commercials to see if it's a feasible to advertise events.”

Carried.

3. DMB Manager, Lisa Thomson-Roop – re Beautification, Maintenance and Seasonal Décor Committee.

Moved by Wallace, seconded by Nevala:

THAT the Downtown Orillia Management Board authorize staff a budget of \$250.00 to purchase bird repellent products to test their viability in the downtown.

Carried.

4. DMB Manager, Lisa Thomson-Roop – re Meeting Dates – March & April.

Moved by Kloostra, seconded by Guilherme:

THAT the Downtown Orillia Management Board move it March 17, 2020 board meeting to March 31, 2020 to accommodate March Break vacations;

AND THAT the DMB move the April 21, 2020 Board meeting to April 28, 2020 to accommodate staff away at the Ontario BIA conference.

Carried.

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

Moved by Kloostra, seconded by Guilherme:

THAT the Digital Mainstreet Grant Update report be received.

Carried.

6. Director, Michael Fredson – re Parking Advisory Committee.
There was no report as the next meeting is scheduled for February 20, 2020.

Date of Next Meeting

Tuesday March 31, 2020 at 6:00 p.m. in the Boardroom of the Downtown Orillia Office, 33 Mississauga Street West.

Adjournment

Moved by Wallace, seconded by Fredson:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:14p.m.

Chair.