



## DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

**Minutes of the electronic meeting of the Downtown Orillia Management Board,  
June 16, 2020 at 6:00 p.m.**

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

**Absent:** Tyler Knight  
Ron Spencer

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

### **Call to Order**

The meeting was called to order at 6:07 p.m.

### **Approval of Agenda**

Moved by Wallace, seconded by Kloostra:

THAT the agenda for the Downtown Orillia Management Board meeting held on May 13, 2020 be approved as distributed.

**Carried.**

### **Disclosure of Interest**

1. Michael Knight– re: Reports – Item 1. Financials – June 16, 2020

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

M.Knight did not participate during discussion and voting on this matter.

Paulo Guilherme – re: Reports – Item 1. Financials – June 16, 2020

Nature of Interest – Director is the owner of Lashay's Hobby and Craft, one of the invoices listed to be paid in the report.

Director Guilherme did not participate during discussion and voting on this matter.

### **Deputations**

1. There were no deputations.

### **Minutes**

1. May 13, 2020

Moved by Kloostra, seconded by Nevela:

THAT the minutes of the Downtown Orillia Management Board meeting held on May 13, 2020 be adopted, having been printed and distributed.

**Carried.**

### **Closed Session**

There were no closed session items for this meeting.

### **Correspondence - Information Items**

1. Committee of Adjustment– re Notice of Public Hearing, 144 Elgin Street.
2. Digital Main Street Service Squad– re May Activity Report.
3. Treasury Department – re DMB Budget Reports:
  - a) April 2020
  - b) May 2020

Moved by Fredson, seconded by Kloostra:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on June 15, 2020 be received as information;

With the exception of Item 2 Digital Main Street Service Squad – May Activity Report which will be dealt with separately.

Moved by Wallace, seconded by Kloostra:

THAT the Correspondence from Digital Main Street Service Squad – May Activity Report in the Correspondence – Information Items listed on the agenda for the Downtown Orillia Management Board meeting held on June 16, 2020 be received as information;

AND THAT DMB staff be directed to apply for an additional Digital Main Street Squad Grant for \$5000.00 recently announced;

AND THAT the Downtown Orillia Management extend Mehreen Shahid contract to the end of July at a cost of \$1500.00 plus HST from the July Block Party budget if the grant application is not successful.

**Carried.**

### **Correspondence - Action Items**

1. OBIAA – re 2020 Conference Registration Cancellation Options.

Moved by Nevala, seconded by Wallace:

THAT the Downtown Orillia Management Board use the payment for the cancelled 2020 OBIAA Conference Registration for two staff members to pay for the 2021 Conference.

**Carried.**

2. Bill & Linda Tiffin – re “You Have Our Heart” Autumn Event Proposal.

Moved by Wallace, seconded by Nevala:

THAT the Downtown Orillia Management Board direct Events and Marketing Coordinator Samantha Yandt to serve as a resource on the “You Have Our Heart” event planned for the Fall of 2020.

**Carried.**

3. Allan Lafontaine, Managing Director Orillia District Chamber of Commerce – re Waterside Pick-up and Downtown Dollar Incentive Partnership Proposals.

Moved by Fredson, seconded by Kloostra:

THAT the correspondence from Allan Lafontaine, Managing Director of the Orillia District Chamber of Commerce be received;

AND THAT staff provide the following comments in regard to the waterside delivery proposal:

- \$5.00 delivery charge
- DMB will send out correspondence provided by the Chamber to BIA members who can contact the Chamber if they are interested in participating

AND THAT the DMB provide \$5 promotional Downtown Dollars to the Port of Orillia to entice boaters to shop Downtown Orillia while staying 2 days at the Port of Orillia and that the budget of no more than \$2500 (500 boaters) from the July Block Party Budget allocated to the promotion;

AND THAT the promotional dollars have an expiry date of October 15, 2020.

**Carried.**

## **Reports**

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

Moved by Wallace, seconded by Nevala:

THAT the Financial Report dated June 16, 2020 for the period May 14, 2020 to June 16, 2020 be received with the exception of Co-op Parking dated April 29, 2020 and Lahay's Hobby and Craft dated April 22, 2020 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$ 11,251.04 from the 2020 DMB Budget.

**Carried.**

M. Knight left the table.  
A. Wallace assumed the Chair.

Moved by Nevala, seconded by Fredson:

THAT the Co-op Parking invoice for staff parking spaces dated April 29, 2020 for the period May 14, 2020 to June 16, 2020 be received;

AND THAT staff be authorized to proceed with payment in the amount of \$240.00 from the 2020 DMB Budget.

Carried.

M.Knight reassumed the Chair.

Moved by Wallace, seconded by Kloostra:

THAT the Lahay's Hobby and Craft invoice for the bird scaring noise cannon dated April 22, 2020 for the period May 14, 2020 to June 16, 2020 be received;

AND THAT staff be authorized to proceed with payment in the amount of \$904.00 from the 2020 DMB Budget.

**Carried.**

2. Event & Marketing Coordinator – re Promotions and Advertising Plan Phase II.

Moved by Wallace, seconded by Nevala:

THAT the Downtown Orillia Management Board approve the Marketing Plan for Downtown Orillia Businesses - Return to Business after COVID-19 Phase II as presented;

AND THAT staff be authorized to proceed with an approved budget of up to \$3,250 plus HST from the 2020 Summer Block Party Budget (\$8,500) which will not occur due to COVID-19 Health and Safety Restrictions;

**Carried.**

3. DMB Executive Committee - re Economic Recovery Task Force – Public Realm and Restaurant Reopening Report.
  - a) Letters dated May 13 and 25, 2020 from Molly Farquharson – re Social Distance Saturdays – Arts District.
  - b) Email dated May 4, 2020 from John Swartz to ERT– re Downtown Pedestrian Weekends in support of Cultural Sector.

Councillor Kloostra left the meeting at 7:28pm

Moved by Fredson, seconded by Nevala:

THAT the Downtown Orillia Management Board support Option 1 as outlined in the Patio and Public Realm Project Report from the Economic Recovery Task Force dated June 15, 2020;

AND THAT the DMB delegate authority to the DMB's Sidewalk Use Committee to approve patio expansions on to the public realm;

AND THAT for efficiency, the DMB prefers to continue to have authority under Chapter 675 to approve minor encroachments on sidewalks within the BIA;

AND THAT the DMB provide the following recommendation in regard to implementing street closures as outlined in Phase 2 should it be deemed necessary:

- Friday and Saturday evenings between 4:00pm – 11pm beginning July 3, 2020 to September 5, 2020 to accommodate the expansion of patios and retail establishments in select sections of Mississauga Street East and West and Peter Street South based on participation;

AND THAT the DMB request up to \$5,300 to cover the cost to hire two staff on Friday and Saturday evenings for ten weeks beginning July 3 to September 5, 2020 to set-up and tear-down barricades and monitor the closure to ensure fire lanes remain clear, deal with any emergencies and assist with the set-up and tear-down of street;

AND THAT the DMB and ERTF monitor the street closures and pedestrian traffic to determine if the street closure should be expanded or decreased based on success of the closure.

**Carried.**

4. DMB Manager – re Police Presence in the BIA.

Moved by Fredson, seconded by Wallace:

THAT the Downtown Orillia Management Board direct staff to reinstate the previously arranged meeting with Mayor Clarke and the Orillia OPP Detachment Commander and the Executive Committee to discuss police presence downtown and address the rising issues associated with unwanted behaviour that has increased since the on-set of COVID-19.

**Carried.**

5. DMB Manager – re Covid-19 Management.

Moved by Wallace, seconded by Fredson:

THAT Downtown Orillia Management Board direct staff to explore the following initiatives to help BIA businesses manage the COVID-19 Crisis:

- Restroom Facilities Downtown;
- Pedestrian Traffic Management – designated waiting areas, physical distancing stickers, posters etc.;
- Billboard revision reflecting Shop Safe - Shop Downtown Orillia – picture of someone shopping with a mask safely;
- Hand Sanitizing stations with information on safety procedures downtown, reusable masks for customers to purchase with downtown logo etc.
- Storefront Police Presence
- Pay for parking reinstated – phased in approach with notice given to customers noting the change;

**Carried.**

### **Date of Next Meeting**

Tuesday July 21, 2020 at 6:00 at the Downtown Orillia Management Board Office Boardroom.

### **Adjournment**

Moved by Nevala, seconded by Wallace:

THAT the meeting be adjourned.

**Carried.**

Meeting adjourned – 8:30 p.m.

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Chair.