



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

**Minutes of the electronic meeting of the Downtown Orillia Management Board,
Wednesday, May 13, 2020 at 6:00 p.m.**

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

Absent: Michael Fredson, Vice Chair
Tyler Knight

Also

Present: Lisa Thomson-Roop, Manager
Samantha Yandt, Events & Marketing Coordinator
Mr. Joshua, Matson, HGR Graham Partners, Associate

Call to Order

The meeting was called to order at 5:43 p.m.

Approval of Agenda

Moved by Spencer, seconded by Nevala:

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 – May 13, 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.
Microphone was muted.

Deputations

1. There were no deputations.

Minutes

1. February 19, 2020

Moved by Kloostra, seconded by Spencer:

THAT the minutes of the Downtown Orillia Management Board meeting held on February 19, 2020 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Clerk's Department – re Board Appointment.
2. Clerk's Department – re Board Vacancy.
3. Treasury Department – re DMB Budget Reports:
 - a) January 2020
 - b) February 2020
 - c) March 2020
4. Clerk's Department – re Transit Committee Appointment.

Moved by Spencer, seconded by Kloostra:

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. HGR Graham Partners, on behalf of Mr. Donald Porter – re Geneva Event Centre Signage - Variance Support Request. Mr. Joshua, Matson, Associate will be in attendance for this item.

Moved by Kloostra, seconded by Nevala:

THAT the Downtown Orillia Management Board support the Sign By-law variance request of Section 832.6.3 (d) prohibiting internally lit/back lit signs in the DSPA submitted by The Geneva Events Centre located at 16 West Street South in Orillia to erect an LED Marquee in keeping with the historical appearance of the theatre when it opened in 1939.

AND THAT as proposed by applicant, the following conditions are adhered to maintain the historical appearance of the marquee:

- Simple copy highlighting upcoming events as presented in Figure 8.1 of the application for DOMB Support for Theatre Marquee – Geneva Theatre/Event Centre;
- No flashing of lights, no scrolling, solid lighting only;
- Marquee turned off between the hours of 7:00PM to 7:00AM Sunday to Thursday and 12:00AM to 7:00AM Friday and Saturday
- Marquee kept in good repair and maintenance, if any portion of the marquee comes into disrepair or broken, that portion will be repaired within two weeks or marquee will be turned off until it is repaired.

Carried.

Reports

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

Moved by Kloostra, seconded by Spencer:

THAT the Financial Report dated May 13, 2020, for the period February 20, 2020 to May 13, 2020 be received with the exception of Co-op Parking dated February 7, 2020 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$13,173.80 from the 2020 DMB Budget.

Carried.

M. Knight left the table.
Director Spencer assumed duties of the chair.

Moved by Kloostra, seconded by Wallace:

THAT the Co-op Parking invoice for staff parking spaces dated February 7, 2020 for the period February 20, 2020 to May 13, 2020 be received;

AND THAT staff be authorized to proceed with payment in the amount of \$80.00 from the 2020 DMB Budget.

Carried.

M.Knight reassumed the chair..

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

Moved by Kloostra, seconded by Wallace:

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

AND THAT staff be authorized to proceed with an approved budget of up to \$2,850.00 from the 2020 Into the Blues and Green Budget (\$8500.00) which will not occur due to COVID-19 Health and Safety Restrictions;

Carried.

3. DMB Manager – re Personal Protective Equipment.

Moved by Kloostra, seconded by Nevala:

THAT the Downtown Orillia Management Board authorize staff to purchase of 500 face shields for \$2375.00 HST included, to be sold to BIA members at a bulk price discount of \$4.13 plus HST per shield to the members;

AND THAT the staff be directed to develop a list of retailers selling PPE and be authorized to bulk purchase other PPE items if there is interest from members.

Carried.

4. DMB Manager – re Economic Recovery Task Force – Update.

Moved by Spencer seconded by Kloostra:

THAT the Downtown Orillia Management Board receive the report from the Economic Recovery Task Force;

AND THAT the Downtown Orillia Management Board provide up to 250 \$10 Downtown Dollar Gift Certificates expiring September 30, 2020 to be used for the Shop Local Incentive Campaign running in June 2020 on the Orillia Matters website at a cost of \$2,500 from the Into the Green and Blues budget;

Carried.

5. DMB Manager – re BIA Member Support.

Moved by Kloostra seconded by Spencer:

THAT the Downtown Orillia Management Board direct staff to actively explore initiatives aimed at supporting BIA members during the COVID-19 outbreak and recovery phase such as advocating to upper levels of government, marketing initiatives, producing how to guides and addressing other concerns raised by members;

AND THAT the Executive Committee be authorized to approve time sensitive initiatives with a budget of no more than \$1000.00;

AND THAT the Executive Committee provide an email to the other board members outlining the initiative and provide a full report to the board at the next meeting.

Carried.

6. DMB Manager– re BIA Budget Covid-19 Impacts.

Moved by Spencer seconded by Wallace:

THAT the Downtown Orillia Management Board direct staff to meet with City of Orillia Treasury Department staff to discuss the possible impact of Covid-19 on the BIA levy;

AND THAT the following board members be appointed to a DMB Budget Committee to prepare the 2020 and 2021 DMB budgets:

1. Ron Spencer
2. Al Wallace
3. Michael Knight
4. Michael Fredson

Carried.

7. DMB Manager – re Digital Mainstreet Grant.

Moved by Wallace seconded by Kloostra:

THAT the Downtown Orillia Management Board receive the Digital Mainstreet Report outlining activity in March and April;

AND THAT the board direct staff to have Mehreen Shahid work on the following tasks during the last month of her contract ending May 31, 2020.

Carried.

8. DMB Manager – re Beautification, Maintenance and Seasonal Décor.

Moved by Kloostra seconded by Wallace:

THAT the Beautification, Maintenance and Seasonal Décor Report be received;

AND THAT the DMB authorize staff to purchase up to 30 Shop Downtown Orillia – Shop Local banners to erect on the main street to replace banners normally advertising events at a cost of no more than \$2500.00 from the Into the Blues and Green event budget.

Carried.

Date of Next Meeting

Tuesday June 16, 2020 at 6:00 at the Downtown Orillia Management Board Office Boardroom.

Adjournment

Moved by Spencer, seconded by Wallace:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 6:58 p.m.

Chair.