



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

**Minutes of the electronic meeting of the Downtown Orillia Management Board,
September 15, 2020 at 6:00 p.m.**

Present: Michael Knight, Chair
Michael Fredson, Vice Chair
Al Wallace, Treasurer
Nancy Nevala
Ron Spencer
Councillor Rob Kloostra
Jeff Gilbert

Absent: Carmine DeSanto
Paulo Guilherme

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

Call to Order

The meeting was called to order at 6:14 p.m.

Approval of Agenda

Moved by Wallace, seconded by Spencer:

THAT the agenda for the Downtown Orillia Management Board meeting held on September 15, 2020 be approved as distributed.

Carried.

Disclosure of Interest

1. Michael Knight– re: Reports – Item 1. Financials – September 15, 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 during discussion and voting on this matter.

Deputations

1. There were no deputations.

Minutes

1. August 18, 2020

Moved by Spencer, seconded by Wallace:

THAT the minutes of the Downtown Orillia Management Board meeting held on August 18, 2020 be adopted, having been printed and distributed.

Carried.

2. September 8, 2020

Moved by Kloostra, seconded by Spencer:

THAT the minutes of the Downtown Orillia Management Board meeting held on September 8, 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 2021 Budget – Agencies, Boards and Committees.
2. Corporate Services/Legal Department, Clerk's Division – re Permit Parking Spaces Amended Lot 1.
3. Corporate Services/Legal Department, Clerk's Division – re DMB Requesting Enhancements to OPP Contract.
4. Michael Ladouceur, Manager of Tourism – re Downtown Wayfinding Update.

Moved by Spencer, seconded by Wallace:

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

With the exception of Item 2 re Permit Parking Spaces Amended Lot 1, which will be dealt with separately.

Carried.

Moved by Spencer, seconded Gilbert:

THAT the Correspondence from Corporate Services/Legal Department, Clerk's Division – re Permit Parking - Item 2 in the Correspondence – Information Items listed on the agenda for the Downtown Orillia Management Board meeting held on September 15, 2020 be received as information;

AND THAT staff be directed to send correspondence to Council noting the DMB's displeasure with the process and the DMB's inability to provide comment about the report before it was adopted;

AND THAT the DMB request Council reconsider its motion to locate ten 24-hour permit spaces to Lot 1 and instead allocate the spaces to the Lot 3 Permit Lot as to not affect customer parking.

Carried.

Correspondence - Action Items

1. Corporate Services/Legal Department, Clerk's Division – re Board Vacancies, Appointments & Transit Advisory Committee DMB Representative Replacement Request.

Moved by Wallace, seconded by Kloostra:

THAT the Downtown Orillia Management Board recommend to Council to appoint Director Ron Spencer as DMB representative to the Transit Advisory Committee to replace Director Tyler Knight who has resigned from the board.

Carried.

Reports

1. DMB Manager – re Financial Report.

Moved by Wallace, seconded by Kloostra:

THAT the Financial Report dated September 5, 2020 for the period August 18, 2020 to September 15, 2020 be received with the exception of Co-op Parking dated August 17, 2020 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$5,712.71 from the 2020 DMB Budget.

Carried.

M. Knight left the table during discussion.

R. Spencer assumed the Chair.

Moved by Wallace, seconded by Kloostra:

THAT the Co-op Parking invoice for staff parking spaces dated August 17, 2020 for the period August 18, 2020 to September 15, 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.

2. DMB Event & Marketing Coordinator - re Marketing Statistics and Fall Downtown Dollar Promotion.

Moved by Wallace, seconded by Kloostra:

THAT the Downtown Orillia Management Board receive the social media advertising report as information.

Carried.

Moved by Spencer, seconded by Gilbert:

THAT the Downtown Orillia Management Board allocate \$650 from the cancelled Classic Car Show account to run a Downtown Dollar Fall Shopping promotion.

Carried.

3. DMB Manager – re Halloween & Christmas Promotion and Events.

Moved by Wallace, seconded by Spencer:

That the Halloween and Christmas promotion and events report be received;

AND THAT the Downtown Orillia Management Board staff move forward with/cancel the following events due to COVID-19/with COVID-19 Safety Regulations in place:

- Halloween Parade
- Candlelight Parade

AND THAT the following promotions be adapted to either online or adjusted to ensure the safety the public, staff, and BIA members to reduce the spread of COVID-19

- Black Friday
- Horse and Wagon Rides

Carried.

4. DMB Manager – re 2020 AGM.

Moved by Wallace, seconded by Spencer:

“THAT the 2020 AGM Report be received;
AND THAT staff be directed to include the following items on the Annual General Meeting scheduled for October 22, 2020 agenda for discussion:

- 2021 Budget (Required)
- 2020 Year in Review
 - Event
 - New Businesses/Expansions
 - Police Presence Downtown
- 2021 Events
 - Street Festivals – Sidewalk Sales, Car Show, Farm to Table, Easter, Halloween, Christmas
 - See you on the Patio Promotion
- 2021 COVID-19 – Promotions

AND THAT the AGM be held online due to COVID-19 restrictions.

Carried.

5. DMB Manager – re ERTF – See you on the Patio Promotion.

Moved by Wallace, seconded by Spencer:

THAT the See you on the Patio Promotion Report be received.

Carried.

Date of Next Meeting

Tuesday October 20, 2020 at 6:00 at the Downtown Orillia Management Board Office Boardroom.

Adjournment

Moved by Wallace, seconded by Kloostra:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:35 p.m.

Chair.