



## DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

**Minutes of the electronic meeting of the Downtown Orillia Management Board,  
January 19, 2021 at 6:00 p.m.**

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**Present:** Michael Knight, Chair  
Michael Fredson, Vice Chair  
Al Wallace, Treasurer  
Councillor Rob Kloostra  
Ron Spencer  
Darcy MacDonell  
Ruth Howorth  
Jeff Gilbert  
Carmine DeSanto

**Absent:**

**Also**

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

### **Open Session**

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

### **Chair - Election**

Moved by Wallace, seconded by Spencer:

THAT the Downtown Orillia Management Board appoint Michael Knight as Chair of the Board for the 2021 term.

**Carried.**

### **Call to Order**

The meeting was called to order at 6:05 p.m.

Moved by Wallace, seconded by Gilbert:

THAT the Downtown Orillia Management Board appoint Michael Fredson as Vice Chair of the Board for the 2021 term.

**Carried.**

Moved by Fredson seconded by Gilbert:

THAT the Downtown Orillia Management Board appoint Al Wallace as Treasurer of the Board for the 2021 term.

**Carried.**

### **Approval of Agenda**

Moved by Kloostra, seconded by DeSanto:

THAT the agenda for the Downtown Orillia Management Board meeting held on January 19, 2021 be approved as distributed.

**Carried.**

### **Disclosure of Interest**

1. None declared.

### **Deputations**

1. There were no deputations.

### **Minutes**

1. November 17, 2020

Moved by Wallace, seconded by Gilbert:

THAT the minutes of the Downtown Orillia Management Board meeting held on November 17, 2020 be adopted, having been printed and distributed.

**Carried.**

### **Closed Session**

There were no closed session items for this meeting.

### **Correspondence - Information Items**

1. Office of the Mayor – re Overnight Tenant Permits (Report DSE-20-04).
2. Corporate Services/Legal Department, Clerk's Division – re Meeting Schedules & Election of Chair for 2021.
3. Corporate Services/Legal Department, Clerk's Division – re Board Vacancy – Recommended Appointment.
4. Treasury Department – re DMB Budget Statement – November 2020.

5. Corporate Services/Legal Department, Clerk's Division – re 2021 Budget Committee.
6. Environment & Infrastructure Services Department, Environmental Services Division – re Process for Collecting Untagged Garbage in Downtown Orillia.

Moved by Wallace, seconded by DeSanto:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on January 19, 2021 be received as information.

**Carried.**

### **Correspondence - Action Items**

1. Chief Administrative Office – re City of Orillia New Resident Welcome and Information Package.

Moved by Spencer, seconded by Kloostra:

THAT the correspondence from the CAO Office – re City of Orillia New Resident Welcome and Information package be received;

AND THAT the board offer 200 \$5 vouchers expiring December 31, 2021;

AND THAT the up to \$1000.00 cost of redeemed vouchers be taken from the Community Event Sponsorship budget.

**Carried.**

2. Regional Tourism Organization 7 – re COVID Tourism Response Fund.

Moved by Howorth, seconded by DeSanto:

THAT the correspondence from RTO7 – re COVID Tourism Response Fund be received;

AND THAT staff be directed to apply for cost associated with hosting the See you on the Patio Promotion in 2020;

AND THAT any funds received be allocated towards the 2021 See you on the Patio road closure should it be approved.

**Carried.**

3. Laura Thompson, Senior Manager of Business Development – re See You on the Patio Initiative Working Group request for DMB Representative.

Moved by Wallace, seconded by DeSanto:

THAT the correspondence from Laura Thompson re See you on the Patio Initiative Working Group request for a DMB representative be received;

AND THAT the following directors be appointed: Darcy MacDonell and Jeff Gilbert as the DMB representatives.

**Carried.**

## **Reports**

1. DMB Manager – re 2021 Meeting Schedule.

Moved by Kloostra, seconded by DeSanto:

THAT the Downtown Orillia Management Board hold its regular 2021 monthly board meeting on the 3<sup>rd</sup> Tuesday of each month at 6:00 p.m.;

AND THAT on months that the Tuesday is immediately following a long weekend, the meeting move to the 3<sup>rd</sup> Wednesday.

**Carried.**

2. DMB Manager – re Financial Report.

Moved by Fredson, seconded by DeSanto:

THAT the Financial Report dated December 31, 2020 for the period November 17, 2020 to December 31, 2020 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$23,227.42 from the 2020 DMB Budget.

**Carried.**

Moved by Fredson, seconded by Wallace:

THAT the Financial Report dated Jan 19, 2021 for the period of January 1, 2021 to January 19, 2021 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$1,972.24 from the 2021 DMB Budget.

**Carried.**

3. DMB Event & Marketing Coordinator – re January Marketing Update.

Moved by Kloostra, seconded by DeSanto:

THAT the January Marketing Update be received;

AND THAT the following advertising purchases be approved:

- Billboard \$12,545.00
- Summer Fun Guide \$475.00
- Lake Country Ad \$1,015.87

**Carried.**

4. DMB Manager – re Current DMB Initiatives and Activities Status Report.

Moved by Wallace, seconded by Fredson:

THAT the DMB Initiatives and Activities Status Report be received.

**Carried.**

5. Director, Michael Fredson – re Parking Advisory Committee.

Moved by Gilbert, seconded by Spencer:

THAT the Parking Advisory Report be received:

**Carried.**

Moved by MacDonnell, seconded by Fredson:

THAT the Downtown Orillia Management Board recommend to Mayor and Council to remove the fence in Municipal Lot 3 and use the parking spaces formally used by the OPP Detachment for permit spaces as the Detachment has relocated.

**Carried.**

6. DMB Manager – re ERTF Activity Report.

Moved by Gilbert, seconded by Spencer:

THAT the ERTF report be received.

**Carried.**

7. DMB Manager – re Mayor’s Downtown Roundtable Group – Crime Deterrent.

Moved by DeSanto, seconded by MacDonell:

THAT the Crime Deterrent Initiatives report be received;

AND THAT the DMB representatives be directed to formally request the enhancement to the new OPP contract to include dedicated foot patrol downtown and a satellite office in the Library to deter crime in the core.

**Carried.**

8. Councillor Rob Kloostra – re Orillia and District Chamber of Commerce.

- a) Development of Orillia Area Innovation Hub Presentation.

Moved by Fredson, seconded by Howorth:

THAT the Development of the Orillia Area Innovation Hub Presentation be received.

**Carried.**

- b) DMB Representative Appointment.

Moved by Wallace, seconded by Fredson:

THAT the Downtown Orillia Management Board recommend DMB Director Ron Spencer be appointed as the board representative of the Orillia District Chamber of Commerce.

**Carried.**

### **Date of Next Meeting**

February 17, 2021 at 6:00 p.m. at the Downtown Orillia Management Board Office Boardroom.

**Adjournment**

Moved by Fredson, seconded by Gilbert:

THAT the meeting be adjourned.

**Carried.**

Meeting adjourned – 7:38 p.m.

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Chair.