



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the electronic meeting of the Downtown Orillia Management Board,
February 17, 2021 at 6:00 p.m.

Present: Michael Knight, Chair
Michael Fredson, Vice Chair
Al Wallace, Treasurer
Ron Spencer
Darcy MacDonell
Ruth Howorth
Jeff Gilbert
Carmin DeSanto

Absent: Councillor Rob Klootra

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

Open Session

Chair – Michael Knight

Call to Order

The meeting was called to order at 6:06 p.m.

Approval of Agenda

Moved by Wallace, seconded by Spencer:

THAT the agenda for the Downtown Orillia Management Board meeting held on February 17, 2021 be approved as distributed.

Carried.

Disclosure of Interest

1. Michael Knight– re: Reports – Item 1. Financials – February 17, 2021

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

M.Knight left the table during discussion and voting on this matter.

Deputations

1. There were no deputations.

Minutes

1. January 19, 2021

Moved by DeSanto, seconded by Wallace:

THAT the minutes of the Downtown Orillia Management Board meeting held on January 19, 2021 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. City of Orillia – re 15-Minute Grant Challenge, Media Release.
2. County of Simcoe – re Rural Innovation Challenge Winners, Media Release.
3. Office of the Mayor – re 2021 Tag Days Authorization.
 - a) Orillia Channel Cats.
 - b) Orillia Navy League of Canada (NLCC 199).
 - c) Comfie Cat Shelter.

Moved by DeSanto, seconded by Spencer:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on February 17, 2021 be received as information.

Carried.

Correspondence - Action Items

1. Mariposa Acupuncture – re Parking Tokens, Municipal Lots.

Moved by Fredson, seconded by Gilbert:

THAT the correspondence from Mariposa Acupuncture – re Parking Tokens, Municipal Lots be received;

AND THAT the Downtown Orillia Management Board recommend to the Parking Advisory Committee to explore the feasibility offering parking tokens for purchase in Municipal Lots.

Carried.

Director MacDonell joined the meeting at 6:18 pm

Reports

1. DMB Manager – re Financial Report.

Moved by Wallace, seconded by Spencer:

THAT the Financial Report dated February 17, 2021 for the period January 19, 2021 to February 17, 2021 be received with the with the exception of the Co-Op Parking invoice dated February 8, 2021 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$7,185.76 from the 2021 DMB Budget.

Carried.

M. Knight left the table by turning camera and microphone off.

Vice Chair Spencer assumed the Chair.

Moved by Spencer, seconded by Gilbert:

THAT the Co-Op Parking invoice for staff parking spaces for 3 months dated February 8, 2021 for the period January 17, 2021 to February 17, 2021 be received;

AND THAT staff be authorized to proceed with payment in the amount of \$240.00 from the 2021 DMB Budget.

Carried.

M. Knight reassumed the Chair.

2. DMB Event & Marketing Coordinator – re 2021 Event & Marketing Update.

Moved by Spencer, seconded by DeSanto:

THAT the 2021 February Event & Marketing Update be received;

AND THAT the following advertising purchases:

- Billboard Re-print with #SeeYouOnThePatio2021	Free
- Downtown Open-For-Business Campaign	\$500.00
- Easter Egg Online Scavenger Hunt	\$350.00 DT\$'s
	\$250.00 in advertising
	\$240.00 in graphic design
Total Spend:	\$1340.00

Carried.

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

Moved by Fredson, seconded by Gilbert:

THAT the DMB Initiatives and Activities Status report be received.

Carried.

4. DMB Manager – re See You on the Patio BIA Membership Survey Draft.

Moved by Spencer, seconded by DeSanto:

THAT staff be directed to make the following changes to the See you on the Patio BIA Membership Survey before distribution:

- Move up question number 10;
- Rework last year's evaluation of the event to allow comparison to Friday and Saturdays in August;
- Breakdown costs ROI question.

Carried.

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

Moved by Wallace, seconded by DeSanto:

THAT the Parking Advisory Committee Report be received;

AND THAT the DMB direct representative Michael Fredson to provide the following input to the Parking Advisory Committee concerning the new parking survey:

- Research each parking user group (customer, employee, resident) and develop plan/recommendations to serve each group.

Carried.

6. DMB Manager – re ERTF Activity Report.

Moved by Gilbert, seconded by Fredson:

THAT the ERTF report be received;

AND THAT the DMB recommend Free Curbside Pick-up Parking be discontinued and on-street pay for parking be reinstated as per BIA business feedback.

Carried.

7. Directors Ron Spencer and Jeff Gilbert – re Mayor's Downtown Roundtable Group – Crime Deterrent.

Moved by Fredson, seconded by Wallace:

THAT the Crime Deterrent Initiatives Report be received.

Carried.

8. Director, Ron Spencer – re Orillia and District Chamber of Commerce.

Moved by Fredson, seconded by Gilbert:

THAT the Orillia and Area District Chamber of Commerce Report be received.

Carried.

Date of Next Meeting

March 16, 2021 at 6:00 p.m. at the Downtown Orillia Management Board Office Boardroom.

Adjournment

Moved by Spencer, seconded by DeSanto:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:31 p.m.

Chair.