



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the electronic meeting of the Downtown Orillia Management Board,
April 20, 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
Carmine DeSanto
Councillor Rob Kloostra

Absent:

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 6:05 p.m.

Approval of Agenda

Moved by Fredson, seconded by Spencer:

THAT the agenda for the Downtown Orillia Management Board meeting held on April 20, 2021 be approved as distributed.

Carried.

Disclosure of Interest

1. Michael Knight– re: Reports – Item 1. Financials – April 20, 2021
Nature of Interest – Chair related to the owner of Joe Watt Trophy, one of the invoices listed to be paid in the report.
M.Knight left the table during discussion and voting on this matter.
2. Ruth Howorth – re: Reports – Item 5. Parking Permits for Businesses between Waterfront and Front Street.
Nature of Interest – Director represents businesses located this area.
R. Howorth left the table during discussion and voting on this matter.

Deputations

1. There were no deputations.

Minutes

1. March 16, 2021
Moved by Fredson, seconded by Kloostra:
THAT the minutes of the Downtown Orillia Management Board meeting held on March 16, 2021 be adopted, having been printed and distributed.
Carried.

Director MacDonell arrived.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Corporate Services Department, Clerk's Division – re Parking Tokens for Pay and Display Machines in Municipal lots.
2. R.J. Burnside & Associates Limited – re Notice of Study Commencement and Public Information Centre Municipal Class Environmental Assessment Laclie Street Reconstruction.
3. City of Orillia News Release – re See the Proposed Visions for 70 Front Street North Redevelopment and Provide Feedback.

Moved by Wallace, seconded by DeSanto:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on April 20, 2021 be received as information with the exception of Item 3. City of Orillia News Release – re See the Proposed Visions for 70 Front Street North Redevelopment and Provide Feedback which will be dealt with separately.

Carried.

Moved by Fredson, seconded by Gilbert:

THAT the City of Orillia News Release – re See the Proposed Visions for 70 Front Street North Redevelopment correspondence be received;

AND THAT the DMB request clarification on the impact the proposed development will have on the BIA levy;

AND THAT Municipal Parking that supports the current businesses affected by the proposed development be addressed.

Carried.

Correspondence - Action Items

1. Laura Thompson, Senior Manager of Business Development – re Downtown Street Closure Security.

Move by Spencer, seconded by Wallace:

THAT the Downtown Orillia Management Board direct staff to hire GuardaWorld to provide two private security guards for the See you on the Patio road closures on Friday nights from July 2 – September 3, 2021 for \$3,300.00 plus HST;

AND THAT the DMB bill the ERTF for ½ the cost of security not exceeding \$1650.00 plus HST.

Carried.

Reports

1. DMB Manager – re Financial Report.

Moved by Wallace, seconded by DeSanto:

THAT the Financial Report dated April 20, 2021 for the period March 16, 2021 to April 20, 2021 be received with the exception of the Joe Watt Trophy invoice dated April 10, 2021 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$3,310.67 from the 2021 DMB Budget.

Carried.

M. Knight left the table by turning camera and microphone off.
Vice Chair Fredson assumed the Chair.

Moved by Kloostra, seconded by Spencer:

THAT the Joe Watt Trophy invoice for a staff desk name plate and office door sign dated April 10, 2021 for the period March 16, 2021 to April 20, 2021 be received;

AND THAT staff be authorized to proceed with payment in the amount of \$58.76 from the 2021 DMB Budget.

Carried.

M. Knight reassumed the Chair.

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

Moved by Wallace, seconded by DeSanto:

THAT the Downtown Orillia Management Board receive the April 2021 Event & Marketing Update report;

AND THAT the Downtown Orillia Management Board proceed with the following purchases;

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| Radio for 104.1 The Dock and Pure Country 106 (with Option One) | \$9960 |
| Radio for Rock95 and Barrie360.com | \$7500 |
| OrilliaMatters | \$1500 |
| Social Media | \$1490 |
| TOTAL | \$20,450 |

Carried.

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

Moved by Spencer, seconded by Wallace.

THAT the DMB Initiatives and Activities Status report be received.

Carried.

4. DMB Manager – re New Office Sign

Moved by Wallace, seconded by Fredson:

THAT the Downtown Orillia Management New Office Sign report be received;

AND THAT staff be authorized to engage the services of The Northern Joinery to produce and install the sign;

AND THAT the board allocate for \$4,200 plus HST budget for the production, installation and sign permit from the 2021 Signage Budget.

Carried.

5. DMB Manager - Parking Permits for Businesses between Waterfront and West Street

Director Howorth left the table by turning camera and microphone off.

Moved by Spencer, seconded by Gilbert:

THAT the Downtown Orillia Management Board recommend to Council to offer 15 permit parking spaces for purchase by business owners and employees in or near Municipal Lot 8 to support the businesses located between Front Street and the Waterfront in time to limit the impact of the Waterfront COVID-19 safety parking restrictions in 2021.

Carried.

Director Howorth returned to the table.

6. Director Michael Fredson – Parking Advisory

Moved by DeSanto, seconded by Kloostra:

THAT the Parking Advisory Committee Report be received.

Carried.

7. DMB Manager – re – ERTF Activities Report

Moved by DeSanto, seconded by Kloostra:

THAT the ERTF report be received;

Carried.

8. Director, Ruth Howorth – re Orillia and District Chamber of Commerce.

Moved by Wallace, seconded by Spencer:

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

Carried.

Date of Next Meeting

May 18, 2021 at 6:00 p.m. at the Downtown Orillia Management Board Office Boardroom.

Adjournment

Moved by DeSanto, seconded by Spencer:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:34 p.m.

Chair.