



## **DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES**

**Minutes of the electronic meeting of the Downtown Orillia Management Board,  
May 18, 2021 at 6:00 p.m.**

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

**Absent:** Carmine DeSanto  
Darcy MacDonell

**Also Present:** Lisa Thomson-Roop, Manager

### **Open Session**

#### **Chair – Michael Knight**

#### **Call to Order**

The meeting was called to order at 6:03 p.m.

#### **Approval of Agenda**

Moved by Spencer, seconded by Gilbert:

THAT the agenda for the Downtown Orillia Management Board meeting held on May 18, 2021 be approved as distributed.

**Carried.**

## **Disclosure of Interest**

1. None Declared.

## **Deputations**

1. There were no deputations.

## **Minutes**

1. April 20, 2021

Moved by Wallace, seconded by Kloostra:

THAT the minutes of the Downtown Orillia Management Board meeting held on April 20, 2021 be adopted, having been printed and distributed.

**Carried.**

## **Closed Session**

There were no closed session items for this meeting.

## **Correspondence - Information Items**

1. Treasury Department – re Monthly Budget Report
  - a) December 31, 2020.
  - b) Jan 1- March 31, 2021.
2. Development Services and Engineering Department- re Permit Parking Request Lot 3.
  - a) Permit Parking Lot 3 Draft Report DSE-21-10.
  - b) Report DSE-21-10 - DMB Comments.
3. Business Development, Culture and Tourism Department – re Municipal Parking Lot Signage – Council Information Package – May 14, 2021.

Moved by Fredson, seconded by Kloostra:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on May 18, 2021 be received as information.

**Carried.**

## **Correspondence - Action Items**

1. DMB Manager – re Memo – Community Mobilization Unit/Foot Patrol Evaluation Meeting.

Moved by Spencer, seconded by Fredson:

THAT the Community Mobilization Unit/Foot Patrol Evaluation Meeting Memo be received;

AND THAT the Downtown Orillia Management Board direct staff to arrange a meeting between the DMB representatives and Mayor Clarke and Orillia OPP on June 10, 2021.

**Carried.**

2. Pocket Skate & Vintage – re Sidewalk Permit Application.

Moved by Wallace, seconded by Gilbert:

THAT the Downtown Orillia Management Board not approve the sidewalk Permit application from Pocket Skate & Vintage due to COVID-19 Health and Safety restrictions.

**Carried.**

## **Reports**

1. DMB Manager – re Financial Report.

Moved by Wallace, seconded by Gilbert:

THAT the Financial Report dated May 18, 2021 for the period April 20, 2021 to May 18, 2021 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$8,739.30 from the 2021 DMB Budget.

**Carried.**

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

Moved by Fredson, seconded by Wallace:

THAT The Downtown Orillia Management Board receive the May 2021 Event & Marketing Update as information.

**Carried.**

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

Moved by Kloostra, seconded by Spencer:

THAT the DMB Initiatives and Activities Status report be received.

**Carried.**

4. DMB Manager & Event and Marketing Coordinator – re Gift Cards

Moved by Kloostra, seconded by Howorth:

THAT the Gift Card Program Report be received;

AND THAT staff be directed to report back with detailed breakdown of costs of setting up a bank account, POS system in the office and setting up an e-commerce site to sell the current downtown dollar gift certificates.

**Carried.**

5. Director Michael Fredson – Parking Advisory  
Next meeting May 20, 2021.

6. DMB Manager – re – ERTF Activities Report

Moved by Spencer, seconded by Wallace:

THAT the ERTF report be received;

**Carried.**

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

Moved by Kloostra, seconded by Gilbert:

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

**Date of Next Meeting**

June 15, 2021 at 6:00 p.m. at the Downtown Orillia Management Board Office Boardroom.

**Adjournment**

Moved by Wallace, seconded by Spencer:

THAT the meeting be adjourned.

**Carried.**

Meeting adjourned – 7:08 p.m.

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Chair.