



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the electronic meeting of the Downtown Orillia Management Board,
June 15, 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
Councillor Rob Kloostra

Absent: Carmine DeSanto

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 6:02 p.m.

Approval of Agenda

Moved by Fredson, seconded by Kloostra:

THAT the agenda for the Downtown Orillia Management Board meeting held on June 15, 2021 be approved as distributed.

Carried.

Disclosure of Interest

1. Ruth Howorth – re: Correspondence – Action Items – Item 1. Parking Permits for Businesses near Municipal Lot 8.

Nature of Interest – Director represents businesses located this area.

R. Howorth left the table during discussion and voting on this matter.

2. Michael Knight– re: Reports – Item 1. Financials – June 15, 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. May 18, 2021

Moved by Kloostra, seconded by Fredson:

THAT the minutes of the Downtown Orillia Management Board meeting held on May 18, 2021 be adopted, having been printed and distributed.

Carried.

2. May 28, 2021

Moved by Kloostra, seconded by Spencer:

THAT the minutes of the Downtown Orillia Management Board special meeting held on May 28, 2021 be adopted, having been printed and distributed.

Carried.

3. June 8, 2021

Moved by Fredson, seconded by Wallace:

THAT the minutes of the Downtown Orillia Management Board special meeting held on June 15, 2021 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Orillia Power Distribution Corporation – Billing and Address Change to Hydro One.

Moved by Gilbert, seconded by Michael:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on June 15, 2021 be received as information.

Carried.

Correspondence - Action Items

1. Office of the Mayor – re Parking Permits for businesses near Municipal Lot 8.

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

Moved by Spencer, seconded by Fredson:

THAT the correspondence from the Mayor Office - Parking Permits for businesses near Municipal Lot 8 dated June 4, 2021 be received;

AND THAT Downtown Orillia Management Board forward the correspondence to the businesses in the area affected by the decision.

Carried.

Director Howorth returned to the table.

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

Moved by Kloostra, seconded by Spencer:

THAT the Downtown Orillia Management Board not approve the Sidewalk Permit application from Pocket Skate & Vintage;

AND THAT the DMB encourage Pocket Skate & Vintage to put product out during the See you on the Patio Road Closures on Friday and Saturday nights this summer.

Carried.

3. Orillia Matters – re Affordable Housing Development at Peter Street N. Post Office.

Director MacDonell arrived at 6:47 p.m.

Moved by Spencer, seconded by Kloostra:

THAT the Orillia Matters Affordable Housing Development at Peter Street North Post Office article be received;

AND THAT the Downtown Orillia Management Board request Development Services and Engineering Department Staff formally consult the DMB as the development progresses in particular how it relates to the impact of parking in the downtown and management of the building.

Carried.

Reports

1. DMB Manager – re Financial Report.

Moved by Wallace, seconded by Spencer:

THAT the Financial Report dated June 15, 2021 for the period of May 18, 2021 to June 15, 2021 be received with the exception of the Co-Op Parking invoice dated May 20, 2021 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$2,892.12 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 Spencer, seconded by Wallace:

THAT the Co-Op Parking invoice for staff parking spaces for 3 months dated May 20, 2021, for the period of May 18, 2021 to June 15, 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 Kloostra, seconded by Fredson:

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

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 Gift Cards

Moved by Kloostra, seconded by Spencer:

THAT the Downtown Orillia Management Board allocate \$2,335.00 annually for a three year term to set up a bank account, a merchant account with TD Canada Trust, lease a wireless POS terminal in the office to accept credit and debit;

AND THAT the bank account require two DMB Directors signatures to issue payments and transfers from the account and the account activity be presented at the next board meeting;

AND THAT \$556.06 including HST be allocated annually to add E-commerce capability to our website using the e-commerce platform Shopify to sell Downtown Dollar Gift Certificates, event registrations and downtown clothing;

AND THAT \$1,100.00 be allocated to cover the cost of transaction fees in 2021;

AND THAT the total annual costs of \$3,891.06 be allocated from the 2021, 2022 and 2023 DMB Website, Office Materials and Supplies and Promotion budgets.

Carried.

5. Director Michael Fredson – Parking Advisory

Moved by Kloostra, seconded by Gilbert:

THAT the Parking Advisory Committee Report be received.

Carried.

6. DMB Manager – re – ERTF Activities Report

Moved by Wallace, seconded by Spencer:

THAT the ERTF report be received;

Carried.

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

Moved by Kloostra, seconded by Wallace:

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

Carried.

Date of Next Meeting

July 20, 2021 at 6:00 p.m. at the Downtown Orillia Management Board Office Boardroom.

Adjournment

Moved by Spencer, seconded by Fredson:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:17 p.m.

Chair.