

**Downtown Orillia Business Improvement Area  
Annual General Meeting  
Agenda**

Tuesday October 19, 2021  
6:30pm

Note: Following the Province of Ontario's direction and in an effort to limit the potential spread of COVID-19 by reducing public gathering and encouraging physical distancing, this meeting will be held in-person and electronically.

1. **CALL TO ORDER**

1.1 Welcome from the Chair Michael Knight

1.2 Welcome from the City of Orillia

1.3 Introduction of Board and Staff

2. **APPROVAL OF AGENDA**

3. **DEPUTATIONS**

None.

4. **APPROVAL OF MINUTES**

4.1 October 22, 2021

5. **CORRESPONDENCE RECEIVED**

None.

6. **REPORTS**

6.1. 2021 Year in Review Presentation

a. Promotions & Events

b. New Businesses/Expansions

c. Police Presence Downtown/SCRAM Program

6.2. 2022 Events Presentation

a. Street Festivals – Sidewalk Sales, Car Show, Farm to Table, Easter, Halloween, Christmas

b. See you on the Patio Promotion

c. 2022 Promotions

7. **BUDGET**

7.1. 2022 Budget - Motion for approval

8. **OTHER BUSINESS**

9. **OPEN FORUM**

10. **DATE OF NEXT MEETING – T.B.D.**

11. **ADJOURNMENT**

*BIA Awards of Distinction immediately following adjournment.*



## **DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA MINUTES**

**Minutes of the electronic Annual General Meeting of the Downtown Orillia B.I.A.,  
Thursday October 22, 2020 at 6:30 p.m.**

### **1. CALL TO ORDER**

#### **1.1 Welcome from the Chair Michael Knight**

Chair Michael Knight welcomed BIA members and members of Council to the Annual General Meeting.

#### **1.2 Welcome from the City of Orillia**

Mayor Steve Clarke provided greeting on behalf of the City of Orillia and provided updates on the following topics:

- Addressing Crime and Undesired Behavior – Increased police presence, Foot patrols have recently been stepped up, Community Policing program to address mental health and addiction, Crime Prevention through environmental design.
- SCRAM - Program to encourage merchants to install cameras at the front and back of their buildings to assist police and address issues. Council has earmarked 100k for the project. More details will come in January or February of 2021.
- COVID-19 - Declared a state of emergency in March. 100k has been dedicated to assist social agencies helping residents in need such as the Sharing Place. One million for Economic Recovery. 100K has been spent to date on programs such as Shop Local, help for businesses needing advice and the See you on the Patio program. The municipal act prevents us from providing money directly to businesses, but we are able to help through programs such as the Downtown CIP.
- Free Parking Downtown: Offered since March. Started to charge again in early September but heard from the ERTF to offer Free parking in Municipal lots to support downtown businesses. That has just been implemented.

#### **1.3 Introduction of Board and Staff**

Chair Michael Knight introduced attending Board members and staff.

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
ANNUAL GENERAL MEETING  
AGENDA  
Tuesday October 22, 2020  
6:30PM**

2. **APPROVAL OF AGENDA**

MOVED: Al Wallace, Downtown Computers  
SECONDED: Simon MacRae, The Common Stove

*THAT the agenda for the Downtown Orillia Annual General Meeting held on October 22, 2020 be approved as distributed.*

**Carried.**

3. **DEPUTATIONS**

None.

4. **APPROVAL OF MINUTES**

4.1 October 29, 2019

MOVED: Al Wallace, Downtown Computers  
SECONDED: Allan Francoz, Property Owner 138 Mississaga Street East.

*"THAT the Downtown Orillia BIA membership approve the minutes of the October 29, 2019 Annual General Meeting."*

**Carried**

5. **CORRESPONDENCE RECEIVED**

None.

6. **REPORTS**

6.1. 2020 Year in Review Presentation

- a. Promotions & Events
- b. New Businesses/Expansions
- c. Police Presence Downtown

6.2. 2021 Events Presentation

- a. Street Festivals – Sidewalk Sales, Car Show, Farm to Table, Easter, Halloween, Christmas
- b. See you on the Patio Promotion
- c. 2021 COVID-19 Promotions

Chair Michael Knight provided an update on 2020 activities and plans for 2021.

**DOWNTOWN ORILLIA MANAGEMENT BOARD**  
**ANNUAL GENERAL MEETING**  
**AGENDA**  
**Tuesday October 22, 2020**  
**6:30PM**

7. **BUDGET**

7.1. 2021 Budget - Motion for approval

MOVED: Al Wallace, Downtown Computers

SECONDED: Allan Francoz, Property Owner 138 Mississauga Street East

*THAT the Downtown Orillia BIA Membership approve the 2021 DMB budget as presented.*

**Carried.**

8. **OTHER BUSINESS**

None.

9. **OPEN FORUM**

Board Vacancies

- Ellen Wolper, Paper Kapers: Has the turnover caused a delay in decision making by the board?
  - Michael Knight – No. We have always maintained quorum. Quorum is five members, we have only been down to seven.
  - Ellen Wolper, Paper Kapers: It seems turnover is high.

Economic Recovery Task Force/COVID19

- Councillor Ted Emond: Would like to take the opportunity to thank the DOMB for its corporation with the ERTF. We appreciate the ongoing support. I would like to thank members of the DMB staff who have contributed to the initiatives and Lisa who has been a valued member of our workforce since we began. We appreciate staff, the DOMB and your members support his year. Thank you very much.
  - Mayor Clarke: Would like to echo what Councillor Emond has said, the job that you, Lisa and the rest of board, and staff have been doing during this time when the economy has been devastated takes a lot of perseverance and a lot dedication to move things forward. Thanks to all of the DOMB for being such a significant part of the ERTF. Thank you.
  - Michael Knight Chair: Thank you for your kind words Mr. Mayor and Councillor Emond. I would like to thank you and all of Council for your work during the pandemic. You've shown true leadership. Thank you.
  - Ellen Wolper, Paper Kapers: I think we owe a lot to the ERTF for free parking/see you on the patio/police foot patrol. We have

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
ANNUAL GENERAL MEETING  
AGENDA**

**Tuesday October 22, 2020**

**6:30PM**

gotten more accomplished for the Downtown during the pandemic.  
Glass half full.

See you on the Patio

- Alyssa McCarthy YAP: I do have some feedback on the See You on the Patio event, unfortunately at YAP we had customers not come in or want to try to find parking when the roads were closed. Is there anyway that the car show could be moved to another block, so our middle block without restaurants, can remain open to traffic? It would be helpful for delivery drivers (Skip the Dishes driver).
  - Chair Michael Knight: The board will be doing a detailed survey with all members of the BIA early in the new year to determine the best way to move forward such as time of closure, area of closure, value of promotion, ROI, and participation.

Litter/Cigarette Butts/Recycling

- Ellen Wolper, Paper Kapers: We need to address this. We need to put out receptacles for cigarette butts and more recycling. See my FB BIA business group post.

10. **DATE OF NEXT MEETING – T.B.D.**

11. **ADJOURNMENT**

MOVED: Al Wallace, Downtown Computers

SECONDED: Allan Francoz, Property Owner 138 Mississaga Street East

*THAT the Downtown Orillia annual general meeting be adjourned.*

**Carried.**

Meeting adjourned – 7:16p.m.

**2022 Downtown Orillia Management Board Budget  
For Approval**

**2022 DMB Proposed Budget - For Approval**

Description	2018 Actual	2019 Actual	2020 Actual	2021 Budget	2022 Proposed Budget	Comments/Details
TAX LEVY	(277,881)	(272,827)	(278,098)	(278,098)	(283,660)	2% levy increase in 2022, 2% in 2023
GRANT IN LIEU OF TAXES	(11,685)	(11,327)	(5,185)	(11,600)	(10,000)	
<b>Total Taxation Revenue</b>	<b>(289,566)</b>	<b>(284,154)</b>	<b>(283,283)</b>	<b>(289,698)</b>	<b>(293,660)</b>	
SUNSHINE SIDEWALK SALE	(3,380)	(1,069)	-	(1,500)	(1,500)	
SUMMER BLOCK PARTY	(5,750)	(4,516)	-	(1,500)	(1,500)	
FARM TO TABLE	(12,775)	(14,716)	-	(10,000)	(10,000)	
CAR SHOW	(13,290)	(10,461)	42	(5,500)	(5,500)	
GRANTS - OTHER (ORILLIA POWER CO	(5,000)	(5,000)	-	(4,000)	(4,000)	
FEE FOR SERVICE - MAINTENANCE	(38,795)	(39,377)	-	(41,705)	(42,539)	
GRANTS - FEDERAL	(5,178)	(3,920)	-	-	-	
GRANTS - PROVINCIAL	(3,658)	(10,000)	-	(3,500)	(3,500)	
EVENT PARTNERSHIP SPONSORSHIP	(0)	-	-	-	-	
DOWNTOWN BAGS	(200)	(151)	-	(1,350)	(1,350)	
<b>Total General Revenue</b>	<b>(88,027)</b>	<b>(89,209)</b>	<b>42</b>	<b>(69,055)</b>	<b>(69,889)</b>	
SURPLUS FROM PREVIOUS YEAR	(69,875)	(74,875)	(66,967)	(42,455)	(35,901)	
<b>Total Other Revenue</b>	<b>(69,875)</b>	<b>(74,875)</b>	<b>(66,967)</b>	<b>(42,455)</b>	<b>(35,901)</b>	
<b>Total Downtown Management Board Re</b>	<b>(447,467)</b>	<b>(448,239)</b>	<b>(350,209)</b>	<b>(401,208)</b>	<b>(399,450)</b>	
MARIPOSA FOLK FESTIVAL	-	-	-	7,000	7,000	
EASTER PROMOTION	1,113	1,221	284	1,000	1,000	
COMMUNITY EVENT SPONSORSHIP	5,549	2,645	815	4,000	4,000	
SUNSHINE SIDEWALK SALE	-	9,611	6,666	11,500	11,500	
FARM TO TABLE	11,551	11,564	252	11,000	11,000	
CLASSIC CAR SHOW	15,914	13,199	8,828	20,000	20,000	
SUMMER BLOCK PARTY	-	15,037	5,704	11,500	11,500	
OLD FASHIONED CHRISTMAS	19,081	19,111	23,701	22,500	20,000	
FLOWERS (HANGING BASKETS)	-	6,270	-	6,450	6,450	
6 O'CLOCK SOCIALS	239	145	10,685	400	400	
STREETS ALIVE!	-	7,000	4,000	1,500	7,000	
<b>Total Special Event Promotions</b>	<b>53,446</b>	<b>85,803</b>	<b>60,935</b>	<b>96,850</b>	<b>99,850</b>	
SALARIES & WAGES	50,180	52,105	52,253	57,044	58,754	
MAINTENANCE WORKER - BENEFITS	4,586	4,693	4,747	5,350	5,500	
VEHICLE EXPENSE	712	2,125	1,792	2,000	2,000	
TIMERS	-	486	-	700	700	
WILDLIFE MANAGEMENT	3,663	3,969	1,918	4,300	4,300	
UNIFORMS & CLOTHING	-	-	225	-	-	
EQUIPMENT MAINTENANCE	-	371	-	-	-	
MAINTENANCE & REPAIR SUPPLIES	98	-	-	-	-	
MATERIALS & SUPPLIES	3,147	1,983	1,440	3,140	3,140	
CHRISTMAS LIGHT REPLACEMENT/INS	4,486	3,713	3,453	3,750	3,750	
ELECTRIC POWER	7,921	7,660	6,370	9,160	9,160	
STREETSCAPE UPGRADES	-	-	1,801	2,000	2,000	
<b>Total Maintenance &amp; Décor</b>	<b>74,794</b>	<b>77,104</b>	<b>73,998</b>	<b>87,444</b>	<b>89,304</b>	
FREE PARKING PROGRAM	25	51	20	300	300	

**2022 Downtown Orillia Management Board Budget  
For Approval**

2022 DMB Proposed Budget - For Approval						
Total Planning Development & Parking	25	51	20	300	300	
SALARIES	118,535	112,014	108,682	118,000	121,540	
BENEFITS	11,230	10,228	9,632	12,500	12,500	
OFFICE MATERIALS & SUPPLIES	4,583	4,630	5,160	5,900	5,900	
RECOGNITION GIFTS	286	327	55	-	-	
BOARD EXPENSES	1,146	1,009	177	1,100	1,100	
GAS UTILITY	1,406	1,135	1,169	1,400	-	No longer responsible for office utilities
ELECTRIC UTILITY	3,179	2,770	2,163	3,350	-	No longer responsible for office utilities
WATER UTILITY	518	626	699	800	-	No longer responsible for office utilities
OFFICE MAINTENANCE	339	269	233	-	-	
INSURANCE	3,423	4,763	4,412	4,787	4,787	
POSTAGE	556	329	254	-	-	
TELEPHONE	3,076	2,938	3,385	3,120	1,220	No longer responsible for Internet costs at new office.
ADMIN ADVERTISING	-	-	76	-	-	
TRAVEL & EXPENSE	124	900	-	500	500	
MILEAGE EXPENSE	335	635	-	600	600	
AUDIT FEES	800	800	1,000	1,000	1,000	
LEGAL FEES	-	-	-	800	800	
CONFERENCES	2,513	1,757	1,645	600	2,000	
RENT	9,667	10,475	10,888	12,010	12,546	Rent increase yearly based on Canada CPI of 2.2% predicted 2021. Used the same figure for 2023's forecast
EQUIPMENT PURCHASE/LEASES	3,591	3,912	3,387	3,600	3,600	
INTERDEPARTMENTAL SERVICES	540	548	550	550	550	
SERVICE CHARGES	-	-	-	-	3,400	Transaction and banking fees to sell downtown dollars online and via credit/debit.
<b>Total Administration</b>	<b>165,847</b>	<b>160,063</b>	<b>153,566</b>	<b>170,617</b>	<b>172,043</b>	
ANNUAL BUSINESS MEETING	466	820	-	1,000	1,000	
SIGNAGE	570	7,609	6,032	7,000	7,000	
WEBSITE	1,500	3,985	858	1,500	2,000	Shopify Platform - to sell downtown dollars, event registration, downtown merch. online
WINTER PROMOTION	7,293	11,172	-	-	-	
SPRING PROMOTION	20,151	6,334	-	-	-	
PROMOTION	31,493	16,347	15,386	28,997	18,453	
FALL PROMOTION	9,799	8,745	-	-	-	
<b>Total Special Marketing Projects</b>	<b>71,272</b>	<b>55,011</b>	<b>22,276</b>	<b>38,497</b>	<b>28,453</b>	
ASSESSMENT ADJUSTMENTS	4,709	739	2,480	5,000	5,000	
PROV FOR RESERVES & ALLOWANCES	2,500	2,500	7,500	2,500	4,500	Additional 2k recommended over the next 10 years to cover anticipated future costs associated with streetscape revitalization and sidewalk cleaning machine replacement.
<b>Total Other</b>	<b>7,209</b>	<b>3,239</b>	<b>9,980</b>	<b>7,500</b>	<b>9,500</b>	
<b>Total Downtown Management Board Ex</b>	<b>372,592</b>	<b>381,272</b>	<b>320,775</b>	<b>401,208</b>	<b>399,450</b>	
<b>Net Downtown Management Board</b>	<b>(74,875)</b>	<b>(66,967)</b>	<b>(29,434)</b>	<b>-</b>	<b>(0)</b>	
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