



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA MINUTES

Minutes of the Hybrid In-person/Electronic Annual General Meeting of the Downtown Orillia B.I.A., Tuesday, October 19, 2021 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:

- On-going Pandemic – protecting the health of citizens and supporting the economic health of business in the City.
- Housing Crisis – There was a low affordable housing inventory prior to the Pandemic, now it is in a crisis situation with extremely low to no inventory available.
- 70 Front Street Development - Demo will start this month, Mostly residential and limited retail will be included in the development, which should support the existing businesses in the BIA.
- Revisit the Downtown Tomorrow Plan – The decade old plan has guided Council in its decision making. Most of the 33 recommendations have been implemented. It time to revisit and adjust accordingly.
- Increasing the Income of residents – Efforts will continue to be made to increase the average income of residents of Orillia through business attraction efforts.
- Orillia Recreation Centre - Opened its doors. As the pandemic eases and tournaments begin happening at the facility, downtown businesses should see the economic spin-off of the West Street facility.

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 19, 2021
6:30PM**

2. **APPROVAL OF AGENDA**

MOVED: Jeff Gilbert, Gilbert Guitars

SECONDED: Councillor Rob Kloostra, Council Representative, DMB

THAT the agenda for the Downtown Orillia Annual General Meeting held on October 19, 2021 be approved as distributed.

Carried.

3. **DEPUTATIONS**

None.

4. **APPROVAL OF MINUTES**

4.1 October 22, 2020

MOVED: Carmine DeSanto, Dr. Comics & Orillia Italian Gelato and Market

SECONDED: Jeff Gilbert, Gilbert Guitars

“THAT the Downtown Orillia BIA membership approve the minutes of the October 22, 2020 Annual General Meeting.”

Carried

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

Chair Michael Knight provided an update on 2021 activities and plans for 2022.

Chair Knight asked for questions or comments from the floor.

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Economic Recovery Task Force (ERTF):

- Mayor Steve Clarke commended the on-going work of the ERTF and that the ERTF will continue to work on programs to help the BIA and other parts of the City recover.

SCRAM Program:

- Mayor Steve Clarke - The SCRAM program will be significant in efforts to deter crime and arrest those responsible for it. BIA members were encouraged to register their cameras and apply for the grant.

7. BUDGET

7.1. 2022 Budget - Motion for approval

MOVED: Ralph Cipolla, CC Fashions

SECONDED: Carmine DeSanto, Dr. Comics & Orillia Italian Gelato and Market

THAT the Downtown Orillia BIA Membership approve the 2022 DMB budget as presented.

Carried.

8. OTHER BUSINESS

None.

9. OPEN FORUM

Downtown Community Grants (DTCIP) Resident Parking:

- Jesse Hennveld – Property Owner – 19 Mississaga Street West.
DTCIP grants are a great incentive to improve your property but the main issue is lack of nearby parking. Very difficult to add residential if you do not have available parking. There is no 24-hour parking available nearby. It would be beneficial to add 24 parking spaces to different lots to support development downtown.
- Chair, Michael Knight - Parking is a big issue. Lot 1 has 24-hour parking; however it needs to be expanded on in the future as it is underutilized in its current location. We hope to work with the city to expand the parking. The BIA and Parking Advisory Committee are working on this issue.
- Mayor Steve Clarke - Noted of the recent spaces added to Lot 1 and the new bus terminal at the corner of Peter and Colborne will have a two-tier parking and will be able to accommodate 24-hour parking for residents and employees that work overnight as snow removal will not be an issue.
 - Chair Michael Knight – The BIA and Parking Advisory has had some discussion on where to best locate the two-tier parking and hope to have more. This is a process.

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See you on the Patio Promotion:

- Molly Farquharson, Owner – Hibernation Arts
Next summer is the plan to close Mississaga and Peter Streets on Friday nights and Saturdays?
- Michael Knight – There's nothing decided yet. It is a significant amount of money to close the streets every Friday and Saturday nights and has significant impact on the BIA budget. It's still in negotiations and discussion at the board level. A decision will be made in time for you to prepare.

10. **DATE OF NEXT MEETING – T.B.D.**

11. **ADJOURNMENT**

MOVED: Darcy MacDonell, The Common Stove & Picnic Snack Bar
SECONDED: Jeff Gilbert, Gilbert Guitars

THAT the Downtown Orillia Annual General Meeting be adjourned.
Carried.

Meeting adjourned – 7:08 p.m.

BIA Achievements Awards immediately followed.

2021 Marketing & Promotion Award Winners

The Marketing & Promotion Award recognize BIA members who make a significant effort in the marketing and promotion of their businesses year-round. The following businesses are receiving the Marketing Awards for their ability to connect and engage with the community through their social media pages (which became especially important during COVID), create visually appealing original content, and showcase and promote their products to locals and tourists alike.

1. Lone Wolf Café
2. The Common Stove

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2021 Member Investment Award Winners

*This award recognizes a BIA member's business who has recently opened their doors in Downtown Orillia and invested a substantial amount of money in their start-up **or** an existing business who has expanded significantly in the past year **or** a downtown business or property owner that has made a significant investment in the downtown core in 2019-2021.*

1. Miller Health
2. Couchiching Craft Brewing Co.
3. Matchedash Lofts/Oakleigh
4. Swinton Building
5. Creative Nomad Studios

2021 Longevity Award Winners

This award recognizes a BIA business that has been established in Downtown Orillia for a significant number of years.

1. CC Fashions – Owners Dianne and Ralph Cipolla – 50 Years