



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

**Minutes of the electronic meeting of the Downtown Orillia Management Board,
February 15 at 6:00 p.m.**

Present: Michael Fredson, Chair
Michael Knight, Vice Chair
Ruth Howorth, Treasurer
Al Wallace
Darcy MacDonell
Jeff Gilbert
Councillor Rob Klootra

Absent: Ron Spencer
Carmine DeSanto

Also Present: Lisa Thomson-Roop, Manager
Samantha Yandt, Events & Marketing Coordinator

Open Session

Chair – Michael Fredson

Call to Order

The meeting was called to order at 6:06p.m.

Approval of Agenda

Moved by Klootra, seconded by Wallace:

THAT the agenda for the Downtown Orillia Management Board meeting held on February 15, 2022 be approved as distributed.

Carried.

Disclosure of Interest

1. None declared.

Deputations

1. There were no deputations.

Minutes

1. January 18, 2022

Moved by Howorth, seconded by Kloostra:

THAT the minutes of the Downtown Orillia Management Board meeting held on January 18, 2022 be adopted, having been printed and distributed.

Carried.

Director Michael Knight arrived at 6:09pm.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Office of the Mayor – re 2022 Tag Days – 2022 Orillia Minor Baseball Under 12.
2. Office of the Mayor – re Accessible Parking in Downtown Orillia.

Moved by Knight, seconded by Wallace:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on February 15, 2022 be received as information.

Carried.

Correspondence - Action Items

1. Chief Administrative Office – Outreach Worker Working Group – DOMB Representative.

Moved by Kloostra, seconded by Wallace:

THAT the correspondence from the Chief Administrative Office re -Outreach Worker Working Group – DOMB Representative be received;

AND THAT the Downtown Orillia Management Board appoint Michael Fredson as its representative on the Working group.

Carried.

Reports

1. DMB Manager – re Financial Report.

Moved by Knight, seconded by MacDonnell:

THAT the Financial Report dated Feb 15, 2022 for the period of January 18, 2022 to February 15, 2022 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$2,007.24 from the 2022 DMB Budget.

Carried.

2. DMB Manager- re March Board Meeting.

Moved by Knight, seconded by Wallace:

THAT the Downtown Orillia Management Board move it March 15, 2022 board meeting to March 22, 2022 to accommodate March Break vacations.

Carried.

3. DMB Event & Marketing Coordinator – re Summer Events and See you on the Patio.

Moved by MacDonnell, seconded by Wallace:

THAT the DMB staff be directed to send out a survey to the members with options as to how to incorporate See you on the Patio nights in the summer event schedule;

AND THAT pay to participate options be included to cover cost of the resources required to run additional nights.

Carried.

4. DMB Event & Marketing Coordinator – re 2022 Marketing Plan.

Moved by Knight, seconded by Kloostra:

THAT the 2022 Downtown Orillia Marketing Plan be approved with the removal of radio advertising;

AND THAT staff be directed to report back with a revised radio advertising plan at the March 2022 meeting.

Carried.

5. DMB Manager – re Orillia Matters Article, Sidewalk Snow Removal Downtown

Moved by Kloostra, seconded by Knight:

THAT the Sidewalk Snow Removal report be received;

Carried.

6. Director Michael Fredson – Community Outreach Working Group.

Moved by Knight, seconded by Gilbert:

THAT the Community Outreach Working Group Report be received;

Carried.

7. DMB Manager – New Truck

Moved by Knight seconded by Kloostra:

THAT the Maintenance Committee and staff be directed to begin searching for a replacement truck;

AND THAT a maximum of \$ 15,000.00 be allocated from the 2022 Marketing and Maintenance budgets in addition to the City of Orillia 10-thousand-dollar contribution, to purchase a newer replacement vehicle that will serve the BIA longer.

Carried.

8. Director Ron Spencer – re Transit Advisory Committee.

Moved by Howorth, seconded by Wallace:

THAT the Transit Advisory Committee report be received;

Carried.

9. DMB Manager – re Economic Recovery Task Force Activity Report.

Moved by Wallace, seconded by Wallace:

THAT the ERTF Activity Report be received;

Carried.

10. Director Ruth Howorth, Orillia District Chamber of Commerce

Moved by Knight, seconded by MacDonnell:

THAT the Orillia District Chamber of Commerce Report be received.

Carried.

Date of Next Meeting

March 22, 2022 at 6:00 p.m. at the Downtown Orillia Management Board Office Boardroom or electronically as indicated on the agenda.

Adjournment

Moved by Knight, seconded by Howorth:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:47 p.m.

Chair.