



**DOWNTOWN ORILLIA MANAGEMENT BOARD**  
**Special Meeting**  
**Thursday March 3, 2022 – 9:00 a.m.**

Note: This meeting will be held electronically, live streamed and recorded. Watch the meeting by accessing the link found here:  
[Members Area | Downtown Orillia](#)

**AGENDA**

**Open Session**

**Chair – Michael Fredson**

**Call to Order**

**Approval of Agenda**

**Disclosure of Interest**

**Deputations**

None.

**Minutes**

None.

**Closed Session**

There are no Closed Session items for this meeting.

**Correspondence - Information Items**

None.

**Correspondence - Action Items**

None.

**Reports**

- 2-5 1. Chair Michael Fredson– re DMB Manager Job Posting.

**Date of Next Meeting**

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

**Adjournment**

**To: Downtown Orillia Management Board**  
**From: Lisa Thomson- Roop, Manager**  
**Michael Fredson, Chair**  
**Date: March 3, 2022**  
**Subject: DMB Manager Job Posting**

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### Recommended Motions

#### Motion 1

THAT staff be authorized to post the position of DMB Manager as presented/with the following changes:

#### Motion 2

THAT the following members of the Downtown Orillia Management Board be appointed to the hiring committee to fill the position of Manager of the DMB:

- 1.
- 2.
- 3.
- 4.

AND THAT the committee be given the authority to hire the best candidate for the position of DMB Manager at the rate of pay outlined in the job description.”

### Key Facts

- The current DMB Manager’s last day will be April 1, 2022;
- To avoid delays, it is recommended the hiring committee be delegated the authority to move forward with hiring the best candidate within the salary range outlined and report back to the board, rather than wait for a formal board meeting to discuss and approve as the organization requires someone in place as soon as feasible;
- Refer to proposed job description - Schedule A – Draft DMB Manager Job Description for Posting

## ***Schedule A – Draft DMB Manager Job Description for Posting***

### **Orillia Business Improvement Area Manager**

#### **Organization:**

The mandate of the Downtown Orillia Business Improvement Area (BIA) is to market, beautify, maintain and develop the downtown core as a heritage shopping attraction and as the primary regional centre for business in Orillia and area.

The Downtown Orillia Management Board is committed to promoting the area as a top-of-mind destination, advocating for the needs of the local business community, and implementing initiatives that create a sense of place and connect with audiences.

#### **Core Responsibility:**

The Manager directs the day-to-day operations of the organization according to the vision and strategy set out by the Downtown Orillia Board of Directors, and through member engagement. This includes business operations and administration, marketing and communications, daily maintenance, special events, streetscape improvement projects, advocacy on behalf of the BIA business community, grant writing and financial management. The Manager reports directly to the Chair of the Board and Executive Committee.

#### **Detailed Job Description:**

- Ensure that the BIA is operating in accordance with relevant legislation and best practices
- Responsible for all operations of the BIA, including administration, budgeting, and staffing
- Actively support work of Board, committees and working groups
- Draft and/or follow up on all correspondence to/from the DOMB
- Write proposals and reports
- Prepare DMB meeting agendas and minutes for all meetings as per Local Board and Committee Procedure By-law
- Manage all planning and implementation of events, special projects and activities
- Oversee the maintenance, beautification, and seasonal decoration strategies
- Work with the City of Orillia By-law department to bring all signage in the DSPA into compliance
- Maintain and foster positive business relationships with all BIA members, future members, public officials, media and general public
- Develop initiatives to enhance Downtown Orillia with the goal of increasing the business of current members as well as future members

- Liaise with other levels of government and local boards and committees
- Complete other duties as assigned by the DOMB Board of Directors

### **Education & Experience**

- Strong project management skills including – budgeting and planning strengths.
- Experience managing projects with multiple internal and external stakeholders.
- Educational background in Communications, Event Planning, Marketing, , Place-making, Project Management, Business, or other related disciplines.
- A people person, capable of actively engaging with members and of creating and maintaining stakeholder relationships with professionalism and tact.
- Experience and a record of proven success in festival and special events management an asset
- Knowledge of Orillia and area and the work of the BIA is an asset.
- Interest in place-making, public realm work, events, and community engagement.
- Ability to communicate clearly and effectively orally and in writing.
- Customer Service or experience in a people-facing role.
- Previous experience coordinating with local government would be an asset.
- Requires a detail-oriented and well-organized personality.
- Requires experience in managing staff an asset.
- Experience working in a small business environment would be an asset.
- Advanced knowledge of Microsoft Excel and Word, and other digital marketing programs
- Valid G Driver's Licence.

### **Job Requirements:**

***\*Please note that this is an in-person work opportunity.***

- Strong ability to develop and maintain positive relationships both internally and externally with executives, managers, and employees of all levels.
- Ability to manage multiple projects at one time.
- Ability to meet the physical demands of the job which include working/standing/walking at outdoor events in the downtown in varying weather conditions, carrying boxes, moving a loaded handcart to/from an event site.
- Flexibility to work adjusted or longer hours during busy marketing and event periods.
- Sign a certificate of Confidentiality

## Working Conditions

- Working with and managing a small team in a busy office environment.
- Will require face-to-face meetings BIA members at their business premises and City officials.
- Flexible work hours but generally Monday – Friday. Some after-hours work and weekend days may be required, especially during busier event periods.

## What you can expect in return

- *Salary commensurate with experience* **Range???**
- *Flexible work schedule*
- *Paid vacation and time in lieu*
- **Benefits (health, dental)**
- *A beautiful office in Downtown Orillia*
- *Collaborative work environment*