DOWNTOWN ORILLIA MANAGEMENT BOARD

Special Board Meeting
Tuesday, March 22, 2022 – 6:00 p.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

A G E N D A

Page

Open Session

Chair – Michael Fredson

Call to Order

Approval of Agenda

Disclosure of Interest

Deputations

3-11 1. Amber Elliott, Main Street Ambassador – re My Main Street Community Ambassador Program Introduction.

Minutes

12-16 1. February 15, 2022.

17-19 2. March 3, 2022.

Closed Session

Motion to move into Closed Session

THAT, pursuant to Section 239(4) of the Municipal Act, 2001, S.O. 2001, c.25, notice is hereby given that the Downtown Orillia Management Board intends to hold a closed session meeting in the Downtown Orillia Management Board Room to deal with a matter pursuant to Section 239(2) (d) of the said Act (Personnel Matter).

Closed Session Items

1. Staff Contracts - (Confidential materials will be distributed at the meeting). (Personnel)

Page

Motion to Rise to Open Session

Open Session

Motions Arising from Closed Session Discussions

Correspondence - Information Items
None.

Correspondence - Action Items

20-22 1. Leslie Fournier, Street Alive! Productions – re 2022 Streets Alive Sponsorship Request.

23-27 2. Empower Simcoe Ground Sign Exemption Support Request.

Reports

28 1. DMB Manager – re Financial Report.

29 2. DMB Manager – re April Board Meeting.

29 3. DMB Event & Marketing Coordinator – re Marketing and Event Update.

29 4. Director, Michael Fredson – re Community Outreach Working Group.

30-32 5. Director, Michael Fredson – re Parking Advisory Committee.

33-41 6. Director, Ron Spencer– re Transit Advisory Committee.

42 7. DMB Manager – re Economic Recovery Task Force Activity Report.

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

43-51 9. DMB Manager & Event & Marketing Coordinator – re See You on The Patio 2022 Survey.

Date of Next Meeting
TBD - Electronically.

Adjournment

ORILLIA

MY MAIN STREET
MA RUE PRINCIPALE

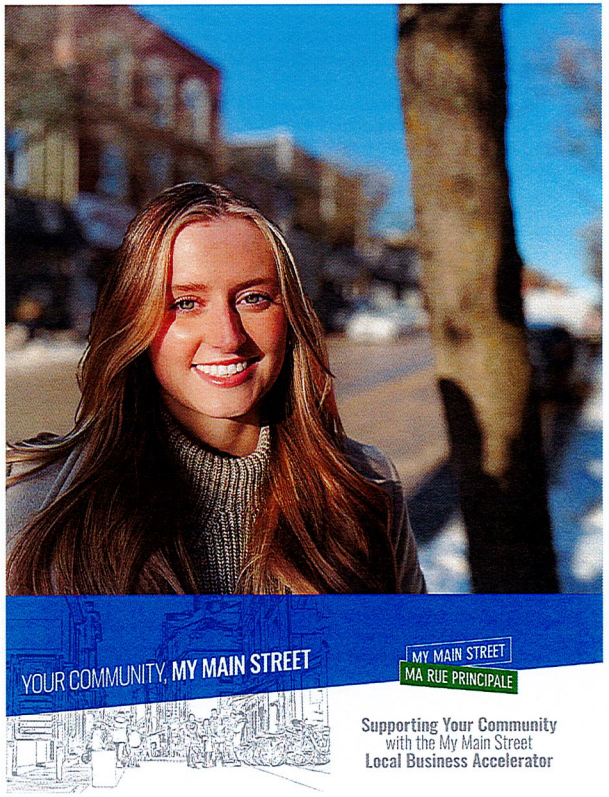
My Main Street Program Introduction

Economic Developers Council of Ontario

Funded by:
Federal Economic Development Agency for Southern Ontario
Canada

Orillia's Main Street Ambassador

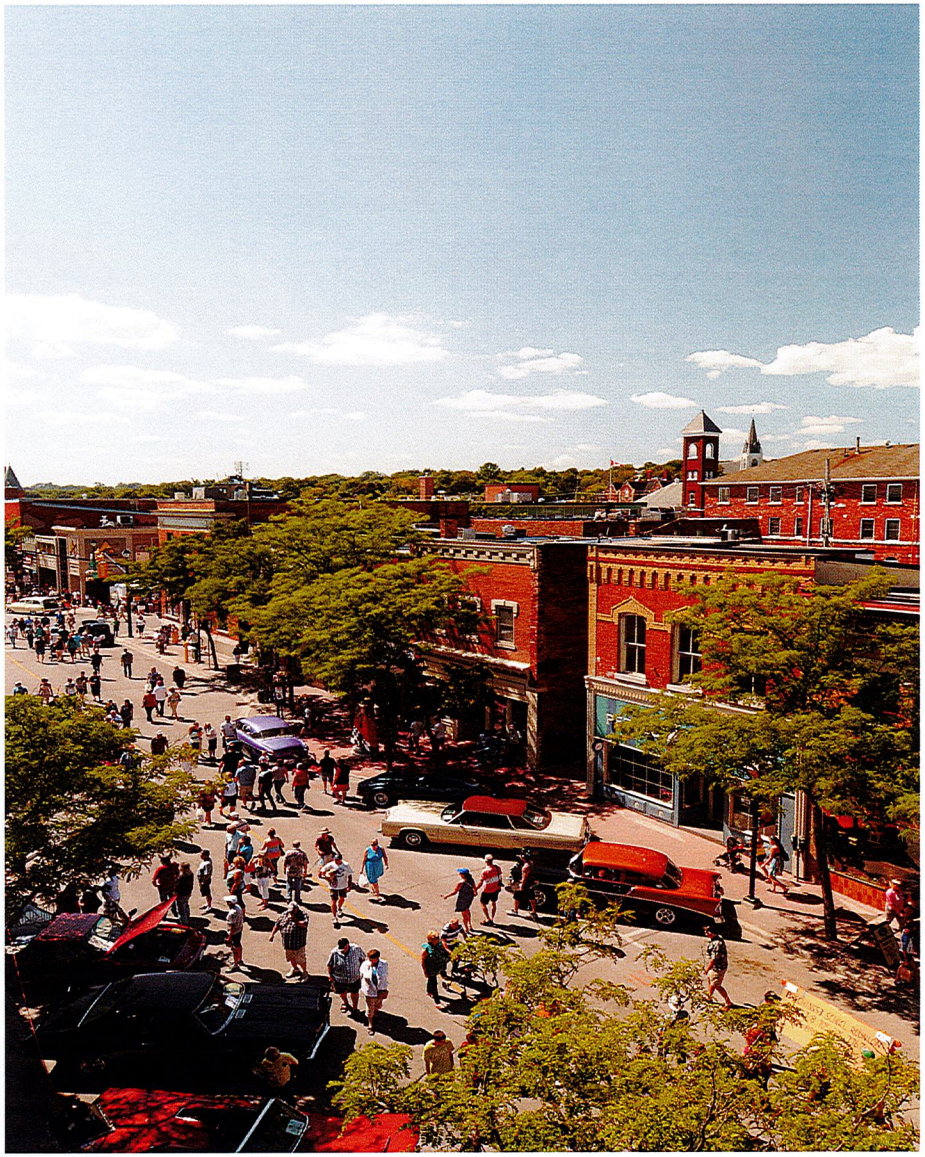
- Amber Elliott will be the city's Main Street Ambassador for the next twelve months.
- I will be working with the over 200 businesses in the downtown to recover and expand current businesses while recruiting new entrepreneurs into the downtown creating a healthy retail mix.
- I have previously worked with small businesses in the area to improve social media and marketing practices.
- Through the My Main Street program I have gained valuable knowledge in financial and operational planning which I look forward to sharing with business owners.



About the Program

Participating communities have access to a range of supports including:

- Market Research
- Business Funding Support
- Business Opportunities (More information coming soon)
- Business Training (More information coming soon)



My Main Street Objectives

Utilize data to drive targeted investments in a diversity of main streets.

Revitalize main streets with a healthy mix of retail and activities that draw their local community.

Ensure residents benefit from the economic opportunities available along their main streets.

Identify the various pathways to revitalizing different main streets that can be copied by other communities.

ORILLIA

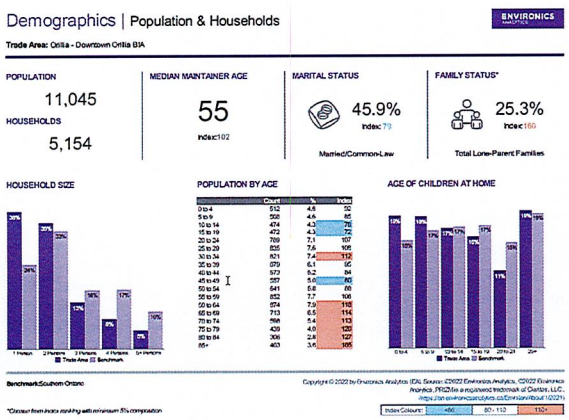
Economic Developers Council of Ontario

MY MAIN STREET
MA RUE PRINCIPALE

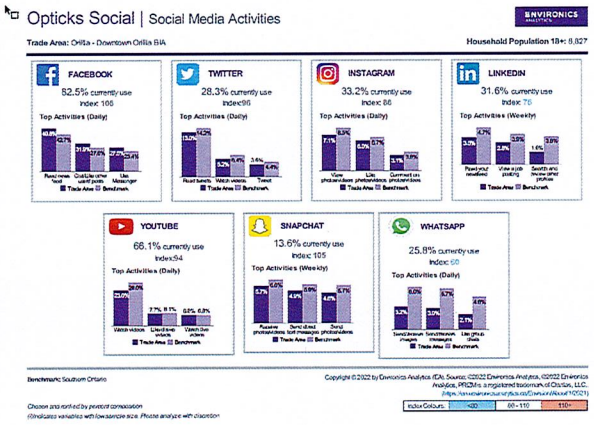
Canada

Detailed Market Research

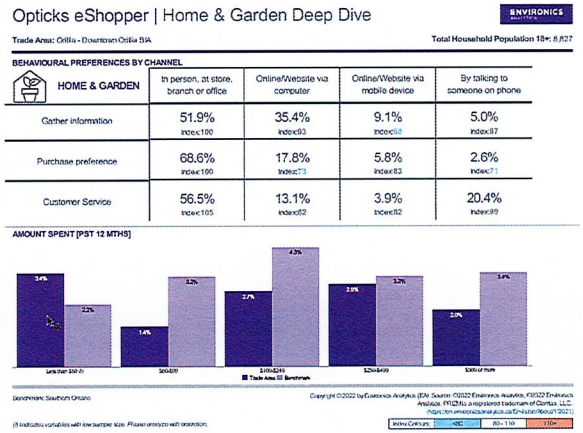
Population Demographics



Social Media Activity



Consumer Habits



Business Funding Support

Who is Eligible?

- Orillia can receive up to ten $10,000 non-repayable contributions.
- Five of these will go to supporting new businesses.
- Five will go to supporting existing businesses.

New Business Support

- A new business is defined as:

1. A brand-new business starting in the participating main street or
2. A home-based business or business in shared space (co-working or commercial kitchen) locating to a retail location (commercial space) in a participating main street community; or
3. An existing business moving to a participating main street community.
4. All businesses must be sales-ready at time of funding, with a location in a participating main street community.

Existing Business Support

- An existing business is defined as:

1. Any business already operating in the participating main street community.

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Economic Developers Council of Ontario
MY MAIN STREET
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Canada

"The My Main Street Business Supports program is not about generating the most applications;

It's about targeting the best businesses.

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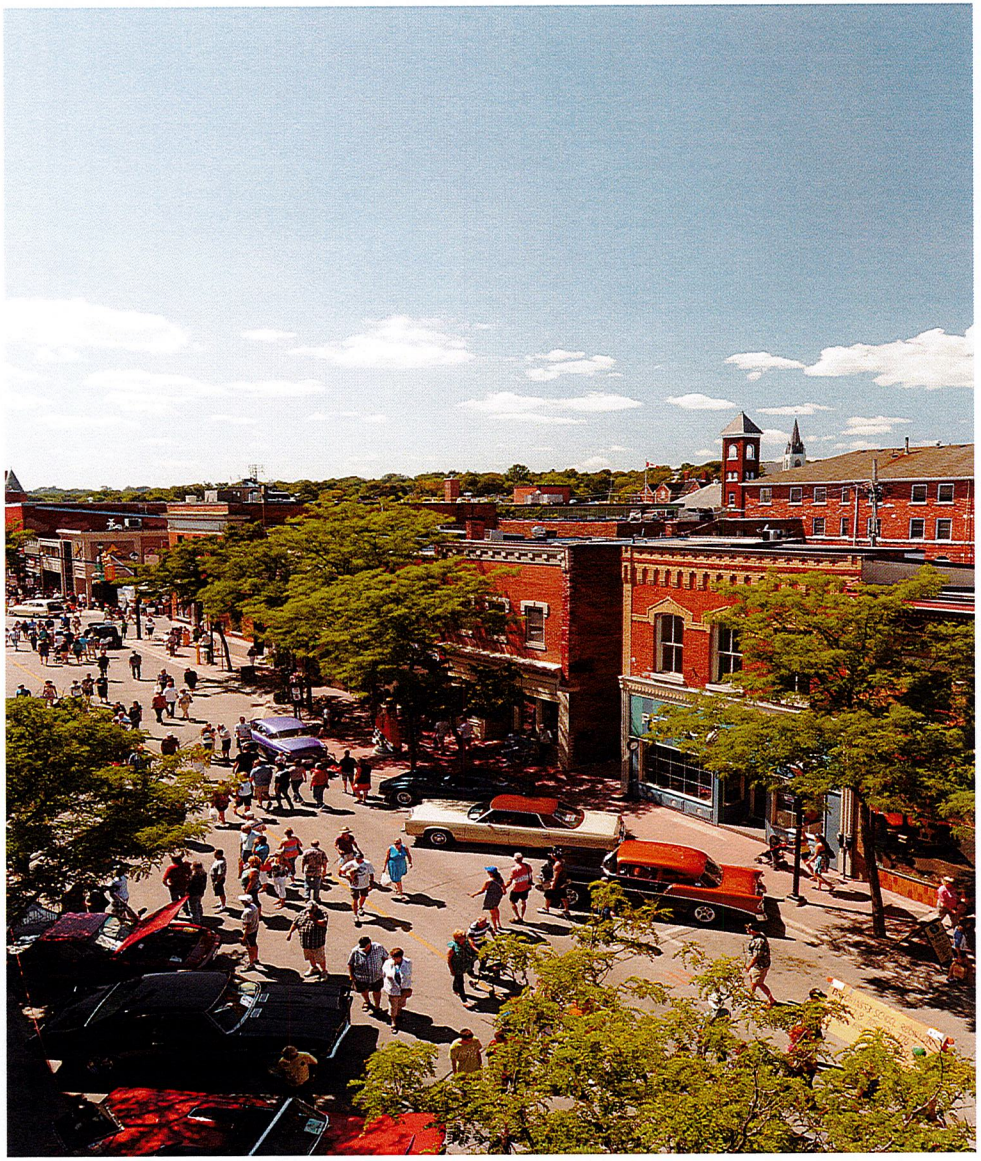
Canada

Additional Support

As the Main Street Ambassador, I will provide wrap-around support to all business owners within the BIA.

Some examples of supports I can provide include:

- Business Planning Support
- Financial Planning Support
- Marketing Support
- Community Data-Analysis Support
- Aid in Making Connections
- And more..



Contact Us

Email: aelliott@orillia.ca

Phone: 705-330-6631

LinkedIn: @my-main-street

Facebook: @mymainstreetcanada

Twitter: @my_main_st

Instagram: @mymainst

More information at www.mymainstreet.ca

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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 Kloostra
Absent:	Ron Spencer Carmine DeSanto
Also Present:	Lisa Thomson-Roop, Manager Samantha Yandt, Events & Marketing Coordinator

DRAFT

Open Session

Chair – Michael Fredson

Call to Order

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

Approval of Agenda

Moved by Kloostra, 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.

DRAFT

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.

DRAFT

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.

DRAFT

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.

DRAFT

DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the electronic meeting of the Downtown Orillia Management Board, March 3, 2022 at 9:00 a.m.

Present:	Michael Fredson, Chair Ruth Howorth, Treasurer Al Wallace, Ron Spencer Darcy MacDonell Jeff Gilbert Carmine DeSanto Councillor Rob Kloostra
Absent:	Michael Knight, Vice Chair
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 9:03 a.m.

Approval of Agenda

Moved by Spencer, seconded by Wallace:

THAT the agenda for the Downtown Orillia Management Board meeting held on March 3, 2022 be approved as distributed.
Carried.

DRAFT

Disclosure of Interest

1. None declared.

Deputations

1. There were no deputations.

Minutes

1. There were no minutes to adopt for this meeting.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. There were no correspondence - information items for this meeting.

Correspondence - Action Items

1. There were no correspondence – action items for this meeting.

Reports

1. Chair Michael Fredson – re DMB Manager Job Posting.

   Moved by Spencer, seconded by Gilbert:

   THAT staff be authorized to post the position of DMB Manager as with the following changes:
   - advocating for needs of Downtown Orillia business community rather than the local business community;
   - Salary range: 50-60,000 per year;
   - Include health, dental benefits package;
   - Drivers' Abstract required;
   - Criminal Background check required.

   Carried.

Moved by Howorth, seconded by DeSanto:

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. Michael Fredson
2.Darcy MacDonell
3. Councillor Rob Kloostra
4. Ron Spencer

Alternatives
1. Al Wallace
2. Michael Knight

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."
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 Kloostra, seconded by Spencer:

THAT the meeting be adjourned.
Carried.

Meeting adjourned – 9:28 a.m.

_____
Chair.

February 18, 2022

Dear Downtown Orillia Management Board,

The Streets Alive plan for 2022 is to put sculptures on the street under the theme of 'Flower Power'. This theme ties nicely with the 60th anniversary of the Mariposa Folk Festival and it will see bright, colourful, joyful art Downtown. One of the 'new' additions will be a 'flower' themed wall/backdrop with some 3D sculpture on the Peter St. Corner (across from the ARTS Sign. We will be moving the 2 doors that are currently there). The plan is for this piece to be a real 'show stopper'. It will be a fun new photo / selfie stop for people downtown. I have an artist working on a design, that I can show you in the next couple of weeks.

We anticipate 20 sculptures on the street for the summer. Many will be repainted or at least touched up to ensure the nicest possible art.

We also hope to put some Coroplast art up on street poles in the Spring - the theme will 'Signs of Spring' Birds, Butterflies, Turtles, Frogs. And we hope to do a Holiday Art project from mid November on, using the theme of painted Nutcrackers. (Similar to the Whoville Trees on street poles)

I'm hoping the $7,000 level of donation from the DOMB will be intact for 2022.

The Streets Alive Budget is as follows:

Spring Themed Coroplast Art. Labour to cut shapes: $500
Holiday Themed Coroplast Nutcrackers: $1,500
Flower themed Wall Backdrop. Materials and Artist Honorarium: $5,000
Miscellaneous paint & materials: $500

Thank you,
Leslie Fournier
Street Alive! Productions

STREETS ALIVE 2022

Dear Downtown Orillia Management Board,

We are excited to be planning for some really fun street art for the 2022 season.

For Spring, we would like to put painted coroplast shapes on the Street Poles, to represent 'Signs of Spring'. The pieces will be painted Birds, Turtles & Frogs.

The summer sculptures will have the theme: FLOWER POWER
This will include colourful artwork that also ties in with the 60th anniversary of the Mariposa Folk Festival, that is (finally) taking place this summer! The plan is to add some completely new pieces to the street, as well as to refresh some older pieces that are flower or garden themed. We are planning for a real 'show-stopper' at the corner of Peter & Mississaga St (across from the ARTS Sign). Here, we would like to put up a large, free standing, flower sculpture that will be bold and beautiful and will attract shoppers and visitors for photos and selfies that are sure to end up all over social media. I am working with artist Frank Ripley on the design.

In mid-November, we would like to enhance the street for the Holiday Season, with coroplast & wood cut-outs of Nutcracker Characters for artists to paint. (This type of display will be similar to the 'Whoville Trees' that were a hit downtown).

I would like to ask the Board for a donation of $7,000 for Streets Alive in 2022.
Thank you for considering continued support of our Public Art Program.
Please review the budget below:

<u>STREETS ALIVE 2022</u>	
Signs of Spring Street Pole Art	
Birds / Turtles / Frogs	$500
Large, free-standing Flower Sculpture:	
Materials:	$1,000
Artist Honorarium	$3,500
2 New Sculptures (Door / Leacock Chair)	
Artist Honorariums	$2,000
6 Refreshed Sculptures	
(Guitars / Door / Planter / Hippie Vans)	$1,500
Holiday Nutcracker Characters	
Wood / labour to cut shapes /primer	$1,500
TOTAL:	**$10,000**

POSTS

Empower Simcoe
BE • BELONG • THRIVE

February 16, 2022

Downtown Orillia Management Board
23 Mississaga Street West, 2nd Floor
Orillia, Ontario L3V 3A5

Re: 35 West Street North, Digital Sign

Dear Downtown Orillia Management Board,

As many of you know, Empower Simcoe is a not-for-profit, charitable organization whose mission has always been to serve the needs of our community. The Agency has had a significant presence in the City of Orillia dating back decades. Its physical presence in Orillia currently entails operating approximately 20 residential group living and community support locations and the administrative building at 35 West Street.

Empower Simcoe's intention to construct a digital sign in front of 35 West Street is a part of the Agency's efforts to fully utilize the real estate properties it owns to support its mission. With the addition of a digital sign, we envision the following benefits:

- Improve overall brand recognition for Empower Simcoe
- Assist in employee recruitment efforts for Orillia work locations
- Display program schedules and updates for community members
- Support charitable campaigns of Empower Simcoe Foundation
- Present messages of support, commendation and remembrances
- Option to display messages of community partners

The design, construction and installation of the digital sign will all be done by local small businesses. Empower Simcoe is committed to being a community-focused organization that is engaged with all stakeholders. Should the Downtown Management Board have any comments or feedback on Empower Simcoe's plan to install the new digital sign, please don't hesitate to contact us.

Best regards,

John Jiang, CPA, CA
Finance & Operations Director
Empower Simcoe
705-726-9082 x 5282

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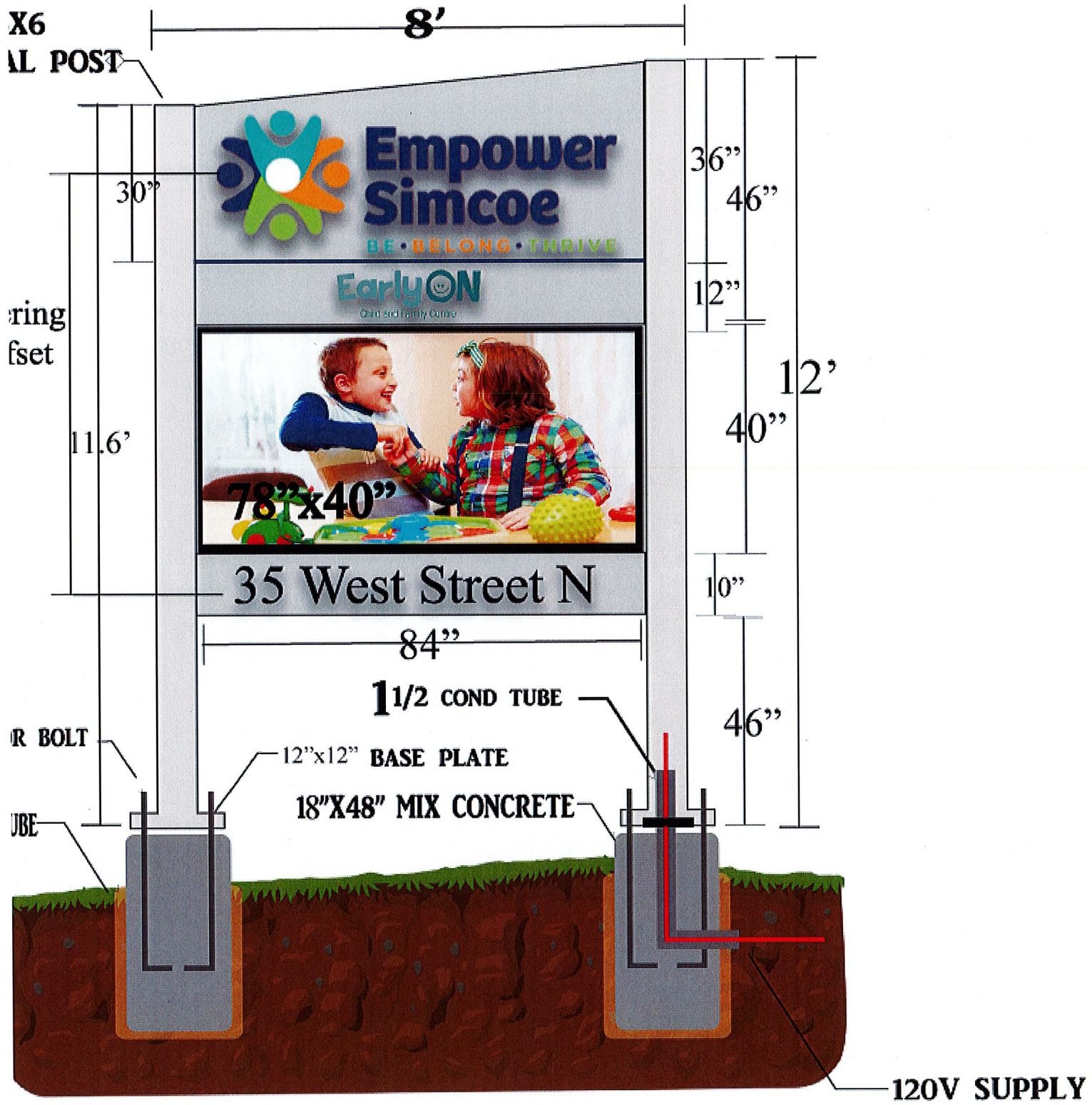

X6
AL POST
8'
Empower Simcoe
BE • BELONG • THRIVE
EarlyON
30"
36"
46"
12"
ring
fset
11.6'
12'
40"
78"x40"
35 West Street N
10"
84"
1 1/2 COND TUBE
46"
R BOLT
12"x12" BASE PLATE
18"X48" MIX CONCRETE
UBE
120V SUPPLY

Empower
Simcoe
BE · BELONG · THRIVE
EarlyON
78"W x 40"H
35 WEST STREET N

Empower Simcoe
BE • BELONG • THRIVE
EarlyON
Child and Family Centre
78"x40"
35 WEST STREET N

EXCAVATION	SONA TUBE / FOOTING	ILLUMINATED LOGO	BOX SIZE	3D CHANNEL LETTERING	INSTALLATION INFORMATION
					assembled and mounted on 8-3/4" anchore bolts

61 Donlands Court
Coldwater Ontario L0K1E0
Phone (705) 345-9597
dchittick40@gmail.com

JOB NUMBER

DATE
March 26/2021

SALES/DESIGN

CLIENT
Empower Simcoe

PROJECT
Pilon

FILE SAVED AS
Empower Simcoe

REVISION

SION & DATE HERE IF
OK TO BEGIN PRODUCTION
☐ Approved
☐ After Revisions
X

Date

All drawings contained herein are exclusive property of

The artwork is meant as a representation of a sign to be considered for manufacture by , and no other sign manufacturer or, unless otherwise noted and agreed to. Designs contained herein are not meant to be exhibited to others , outside of included par ties and employees. Drawings may contain elements considered intellectual property of

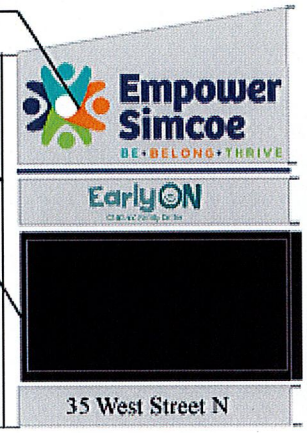
Any improper use of this document is not allowed without reimbursement for time spent in the creation of this design. Written sizes have precedence over scaled dimensions. Materials may influence final result. Samples available upon request.

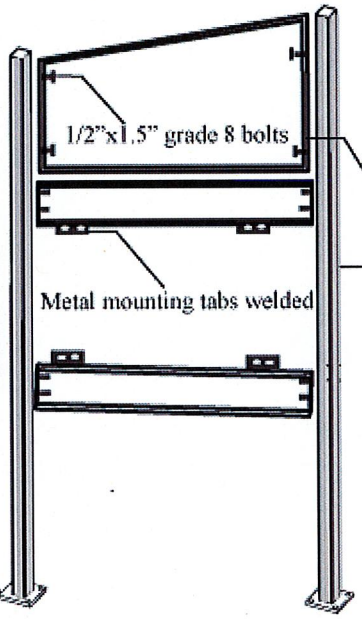
©2018

Raised logo lettering

1/8 aluminum plate painted color match

78"x40" electronic message board





1/2"x1.5" grade 8 bolts

Metal mounting tabs welded

2x2 angle iron metal frame

6x6 metal post

12x12 x3/4 metal plate with 1" holes 9" centers

All aluminum plate fastned with 1/4 hex bolts

Front post 12' tall
Back Post 11'6" tall
outside width 8'

DIGITAL PRINT MATCHING	
SQUARE FOOTAGE	
LED MESSAGE BOARD 78"x40"	
Post/Size	6"x6"
Metal ☒ Wood ☐	

SOIL TYPE		LEDS POWER SUPPLY		PIN MOUNTS	ANCHOR BOLTS / SCREWS		WALL MOUNTING		ELECTRICAL
TOP SOIL	☒	HANLEY	☐		☐ Tapcon		BRICK	☐	120volt
CRAY MIX	☐	60W	☐		☐ Split sleeve anchor		CONCRETE	☐	under ground
CRAY	☐	100W	☐		☐ Compression anchor bolt		WOOD	☐	fed up center pole
SANDY MIX	☐	150W	☐		☐ Wood desck screw		(STYRFOAM	☐	
SAND	☐	ALLENSON	☐		☒ L Anchor bolt		OVER WOOD)		
UNKNOWEN	☐	60W	☐		☐ Flat washer		DRYWALL	☐	
		120W	☐		☒ Tex Headmetal screw				
		180W	☐						

DMB Staff and Committee Report
March 22, 2022

Reports

1. DMB Manager, Lisa Thomson-Roop - Financial Report

Recommendation 1

THAT the Financial Report dated March 22, 2022 for the period of February 15, 2022 to March 22, 2022 be received with the exception of the Co-op Parking invoice dated February 7, 2022 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of $2,690.19 from the 2022 DMB Budget.

Recommendation 2

THAT the Co-op Parking invoice for staff parking spaces dated February 7, 2022, for the period February 15, 2022 to March 22, 2022 of be received;

AND THAT staff be authorized to proceed with payment in the amount of $240.00 from the 2022 DMB Budget.

Financial Report – March 22, 2022

Invoice From	Amount	Minus HST Discount	Purchase Description	Date	Account	Invoice #	P/O Number
Wells Fargo	$ 173.85	$ 156.56	Mos. Copy Lease	2022-03-04	Equip. Leases	5018857616	81385
Creative Nomad Studio	$ 1,158.25	$ 1,043.04	Office Lease and Shed - May	2022-02-01	Rent		80145
Orillia ProNet	$ 39.55	$ 35.62	1 mos. silver hosting pkg.	2022-02-10	Website	22-392	80166
Microsoft	$ 34.58	$ 31.14	Email Exchange 1 mos.	2022-01-03	Website	E0400GZ3LH	MasterCard
Zoom	$ 45.20	$ 40.70	Online Meeting Software 1 n	2022-01-13	Office Mats & Suppl	127608191	MasterCard
Co-op Parking	$ 240.00	$ 240.00	2 parking spaces, Jan, Feb & March	2022-02-07	Office Mats & Suppl	179646	81391
Orillia & Lake Country Tou	$ 1,015.87	$ 914.82	1/2 page ad in OLC 2022 Visitor Guide	2022-01-05	Promotions	3335	81392
Staples	$ 72.89	$ 65.64	Case of Paper	2022-01-08	Office Mats & Suppl	n/a	MasterCard
Canadian Tire Gas Bar	$ 75.00	$ 67.54	Gas for Truck	2022-02-04	Vehicle Expense	n/a	MasterCard
Canadian Tire Gas Bar	$ 75.00	$ 67.54	Gas for Truck	2022-02-17	Vehicle Expense	n/a	MasterCard
		$ -					
		$ -					
TOTAL	$ 2,930.19	$ 2,662.60					

2. DMB Manager- re April Board Meeting

Recommendation
THAT the Downtown Orillia Management Board move its April 20, 2022, board meeting to April 12 or 26, 2022 to accommodate a staff vacation.

Background

- Marketing and Events Coordinator Samantha Yandt will be away the week of the board meeting on vacation. It is suggested the board move the meeting to either April 13 or 26, 2022.

3. DMB Event & Marketing Coordinator – re Event and Marketing Update.

Recommendation
THAT the March Downtown Orillia Event and Marketing Update be received.

Update

- Easter Egg Hunt Planning underway
- In-person event on April 16 - 9am-12pm.
- Looking for volunteers to hide eggs and work the exchange station

4. Director Michael Fredson – Community Outreach Working Group.

Recommendation
THAT the Community Outreach Working Group Report be received;

Background
Director to provide update on meetings.

5. Director Michael Fredson – Parking Advisory Committee

Recommendation
THAT the Parking Advisory Report be received.

Background
Refer to minutes:

- February 17, 2022 Draft Minutes
- February 24, 2022 Draft Minutes
- March 3, 2022 Draft Minutes

CITY OF ORILLIA
Parking Advisory Committee
MINUTES

Minutes of the Electronic Meeting of the Parking Advisory Committee, Thursday, February 17, 2022 at 10:30 a.m.

Present:	Jamie Mask in the Chair Councillor Tim Lauer Michael Knight
Absent:	Michael Fredson
Also Present:	Lisa Dobson, Transportation Technologist Robin Cadeau, Assistant Clerk Jocelyn French, Clerk's Administrative Support

Call to Order

1. The meeting was called to order at 11:00 a.m. by the Assistant Clerk who proceeded to conduct the Election of a Chair for 2022, pursuant to Section 105.2.3. of Chapter 105 of the City of Orillia Municipal Code - Local Board - Procedure.

   Moved by Lauer, seconded by Madden:

   THAT the following member of the Parking Advisory Committee be elected Chair for 2022:
   - Jamie Mask.

   Carried.

   Jamie Mask assumed the Chair.

Approval of Agenda

Moved by Knight, seconded by Lauer:
THAT the agenda for the Parking Advisory Committee meeting held on February 17, 2022 be approved as distributed.
Carried.

Disclosure of Interest

None declared.

Deputations

None.

Minutes

1. August 19, 2021.

1. September 16, 2021 - No quorum roll call.

   Moved by Knight, seconded by Lauer:

   THAT the minutes of the following Parking Advisory Committee meetings be adopted, having been printed and distributed:
   - August 19, 2021
   - September 16, 2021 - No quorum roll call

   Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Recent Council Follow-up - re Parking Tokens.

   a) Recommendation adopted by Council:

   "THAT Report DSE-21-21 dated June 17, 2021 from the Development Services and Engineering Department regarding the feasibility of offering parking tokens to be purchased by downtown business owners for their customers using downtown municipal parking be received as information."

   b) Final report: Development Services and Engineering - re Parking Tokens.

   Moved by Lauer, seconded by Knight:

   THAT the Council follow-up from June 28, 2021 regarding Parking Tokens be received as information.

   Carried.

Correspondence - Action Items

1. Assistant Clerk - re 2022 Meeting Schedule.

   Moved by Lauer, seconded by Knight:

   THAT the following meeting information for the Parking Advisory Committee for 2022 be approved:

Regular Meeting Day: Third (3rd) Thursday of the month with the exception of July (Summer Break) and October (Municipal Election)

Location: Orillia City Centre or Electronic (as indicated on the agenda)

Time: 10:30 a.m.

Dates:

- March 17
- April 21
- May 19
- June 16
- August 18
- September 15 (last meeting of 2018-2022 Council Term)
- November 17 (first meeting of new Council Term)
- December 15

Carried.

Reports

1. DRAFT for review and comment:
   Development Services and Engineering re Waterfront and Downtown Area Traffic Parking Study by Trans-Plan Transportation Engineering.
   There was consensus of the Committee to defer this item to a Special Parking Advisory Committee meeting to be held next week on Thursday, February 24, 2022 at 10:30 a.m.

Date of Next Meeting

Thursday, February 24, 2022 at 10:30 a.m. – Special

Adjournment

Moved by Knight, seconded by Lauer:
THAT the meeting be adjourned.
Carried.

Meeting adjourned - 11:31 a.m.

_____

J. Mask,
Chair.

CITY OF ORILLIA
Special Parking Advisory Committee
MINUTES

Minutes of the Electronic Meeting of the Special Parking Advisory Committee, Thursday, February 24, 2022 at 10:30 a.m.

Present:	Jamie Mask in the Chair Councillor Tim Lauer Michael Fredson Tony Madden
Absent:	Michael Knight (connectivity issues)
Also Present:	Lisa Dobson, Transportation Technologist Robin Cadeau, Assistant Clerk Jocelyn French, Clerk's Division Administrative Support

Call to Order

The meeting was called to order at 11:01 a.m.

Purpose of the Meeting

The Chair advised that the purpose of the special meeting was to provide an opportunity for further review and discussion of the draft Waterfront and Downtown Area Traffic Parking Study by Trans-Plan Transportation Engineering.

Approval of Agenda

Moved by Fredson, seconded by Lauer:
THAT the agenda for the Special Parking Advisory Committee meeting held on February 24, 2022 be approved as distributed.
Carried.

Reports

1. DRAFT for review and comment:
   Development Services and Engineering re Waterfront and Downtown Area Traffic Parking Study by Trans-Plan Transportation Engineering.

   Moved by Madden, seconded by Fredson:

   THAT the draft Waterfront and Downtown Area Traffic Parking Study by Trans-Plan Transportation Engineering be deferred to a future meeting.
   Carried.

Date of Next Meeting

There was consensus of the Committee to schedule a Special Parking Advisory Committee meeting for Thursday, March 3, 2022 at 1:00 p.m.

Adjournment

Moved by Fredson, seconded by Lauer:
THAT the meeting be adjourned.
Carried.

Meeting adjourned - 11:09 a.m.

_____

J. Mask,
Chair.

CITY OF ORILLIA
Special Parking Advisory Committee
MINUTES

Minutes of the Electronic Meeting of the Special Parking Advisory Committee, Thursday, March 3, 2022 at 1:00 p.m.

Present:	Jamie Mask in the Chair Councillor Tim Lauer Michael Fredson, DOMB Rep Michael Knight, BIA Rep Tony Madden, BIA Rep
Also Present:	Lisa Dobson, Transportation Technologist Robin Cadeau, Assistant Clerk Jocelyn French, Clerk's Administrative Support

Call to Order

The meeting was called to order at 1:05 p.m.

Purpose of Meeting

The Chair advised that purpose of the special meeting was to provide an opportunity for further review and discussion of the draft Waterfront and Downtown Area Traffic Parking Study by Trans-Plan Transportation Engineering.

Approval of Agenda

Moved by Fredson, seconded by Madden:
THAT the agenda for the special Parking Advisory Committee meeting held on March 3, 2022 be approved as distributed.
Carried.

Disclosure of Interest

None declared.

Reports

1. DRAFT for review and comment:
   Development Services and Engineering re Waterfront and Downtown Area Traffic Parking Study by Trans-Plan Transportation Engineering.

Moved by Fredson, seconded by Madden:

THAT, further to the draft Waterfront and Downtown Area Traffic Parking Study by Trans-Plan Transportation Engineering dated January 28, 2022, the Parking Advisory Committee provides the following comments:

- Park and Ride applicability - Does it fit Orillia as a solution; more benchmarking may be necessary - Are there comparables from other municipalities of similar, relatable size?
- Downtown parking being able to support waterfront parking - not viable - will put stress on downtown parking if parking is expected to support BIA needs and those residing in the area. That would rely on the proposed parking structure being built.
- Waterfront redevelopment opportunities for public parking opportunities - Should the developers be encouraged to alleviate BIA parking stress in that area? The parking study suggests that there should not only be emphasis for the 8 to 10 week summer "busy" time.
- Active Transportation assumptions for bike lanes - There are not many cyclists on the roads in Orillia - Is there reinforcement for this assumption? If they build the infrastructure will they come? Will that change over time? Is it a priority in the BIA at this time?
- Colborne Street and Coldwater Street on-street parking opportunities - 4 lanes versus 3 lanes for street design and allowing the space to be used for on-street parking is viable.
- Intensification of residential opportunities in the BIA needs to consider impacts on parking. We need intensification and we need affordable hosing, but when you add parking to a development, it is unlikely to be truly "affordable". The intensification targets may need to be considered concurrently with parking availability. You can't assume only those who do not have vehicles are the ones who need affordable housing.
- Parking structure and its location on Peter Street South is not deemed to be ideal for BIA clients, service providers, and employees.
- Flexible Signage recommendations are good - variable messaging signs would be a better customer service experience and technology-enabled wayfinding improvements are always great ideas.
- Focus on demand driven parking - recommendations in the report are applicable and valuable. This will help direct behaviours - incentivise and de-incentivise for desirable outcomes for parking demands.
- There is recognition and gratitude for the work and investigation of staff and the consultants.

Carried.

Date of Next Meeting

Thursday, March 17, 2022 at 10:30 a.m.

Adjournment

Moved by Fredson, seconded by Lauer:
THAT the meeting be adjourned.
Carried.

Meeting adjourned - 2:31 p.m.

_____

J. Mask,
Chair.

6. Director Ron Spencer – re Transit Advisory Committee.

Recommendation
THAT the Transit Advisory Committee report be received;

Background
Refer to February 15, 2022 Draft Minutes.

CITY OF ORILLIA
Transit Advisory Committee
MINUTES

Minutes of the Electronic Meeting of the Transit Advisory Committee, Tuesday, February 15, 2022 at 11:00 a.m. in the Electronic Meeting

Present:	Brandon Amyot, (LHU Student Union Rep) in the Chair Councillor David Campbell (Ward 1) Councillor Rob Kloostra (Ward 2) Councillor Jay Fallis (Ward 3) Councillor Tim Lauer (Ward 4) Christopher Tomasini (LHU Staff Rep) Jodie Wilson (Citizen Rep) Mike Zecchino (GC Staff Rep)
Absent:	Ron Spencer (DOMB Rep)
Also Present:	Jeff Hunter, Manager of Construction and Transit Robin Cadeau, Assistant Clerk Jocelyn French, Clerk's Adminstrative Support

Call to Order

The meeting was called to order at 11:07 a.m.

Approval of Agenda

Moved by Tomasini, seconded by Wilson:

THAT the agenda for the Transit Advisory Committee meeting held on February 15, 2022 be approved as amended to include the addendum.
Carried by 2/3 of members present.

Disclosure of Interest

None declared.

Deputations

None.

Minutes

1. January 18, 2022.

Moved by Fallis, seconded by Kloostra:

THAT the minutes of the Transit Advisory Committee meeting held on January 18, 2022 be adopted, having been printed and distributed.
Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Orillia Transit Map.

   Moved by Fallis, seconded by Wilson:

   THAT the January 2022 Transit Map and Schedule be received as information.
   Carried.

Correspondence - Action Items

1. Councillor Kloostra - re Sunday Transit Service.

   Moved by Wilson, seconded by Kloostra:

   THAT, further to the submission dated January 20, 2022 from Councillor Kloostra regarding Sunday Service, the Transit Advisory Committee recommends to Council that staff be directed to prepare a report to consider an expansion of the Sunday hours of transit service from the 4:15 p.m. final departure to 7:45 p.m. as the final departure (same as Saturday);

   AND THAT the report also consider options such as:
   - Transit on demand (no set routes)
   - Reduced number buses on the extended hours (set routes)
   - Financial impacts
   - Benchmarking from other municipalities
   - Ability to use different sized transit vehicles for less busy service hours

   Carried.

2. Manager of Construction and Transit - re Snow Removal at Transit Stops.
   ADDENDUM:
   a) Orillia Transit Winter Tips.

   Moved by Zecchino, seconded by Campbell:

   THAT the memo dated February 9, 2022 from the Manager of Construction and Transit regarding Transit Snow Removal and Orillia Transit Winter Tips be received as information.
   Carried.

3. Manager of Construction and Transit - re Proposed New Transit Stops.

Moved by Wilson, seconded by Campbell:

THAT the memo dated February 9, 2022 from the Manager of Construction and Transit regarding Proposed New Transit Stops be received as information.
Carried.

Reports

None.

Date of Next Meeting

Tuesday, March 15, 2022 at 11:00 a.m. - Electronic Meeting.

Adjournment

Moved by Tomasini, seconded by Lauer:
THAT the meeting be adjourned.
Carried.

Meeting adjourned - 12:09 p.m.

_____

B. Amyot,
Chair.

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

Recommendation

THAT the ERTF Activity Report be received;

Background

Update to be provided at meeting by DMB Manager – March 7 and March 21 Meetings.

8. Director Ruth Howorth, Orillia District Chamber of Commerce

Recommendation

THAT the Orillia District Chamber of Commerce Report be received.

Background

February Meeting:

- Business is returning to normal, many municipalities (Rama, Coldwater) are returning all employees back to the office.
- Hospital is still very busy and they are welcoming back full visitors and looking to open up all surgeries
- This April the Hospital will be celebrating 100 years and hoping to soon announce plans for the new hospital build
- Work will be starting on Centennial drive and the downtown port area, this will impact traffic and tourism to the downtown area
- Georgian college will maintain their Covid policies for the remainder of this year
- Chamber is hoping to return to in person BA5 events starting in April, date and location TBA
- Mayors Breakfast is scheduled for March 29th, still unsure of the format (in person or virtual)
- Perch Festival - the Chamber is wanting to pass this event onto another organization to run and maintain. The decision was made that the Chamber can no longer continue with this event as it does not align with the focus of the Chamber and supporting our members
- Business Achievement awards will be held April 7th at Casino Rama

9. DMB Event & Marketing Coordinator & Manager – re See You on The Patio 2022 Survey.

Recommended Motions

Option 1
THAT the See you on the Patio 2022 Survey report be received;

AND THAT based on the survey results of the membership, staff be directed to move forward with Option 1 – 3 Nights before Special Events.

Option 2
THAT the See you on the Patio 2022 Survey report be received;

AND THAT based on the survey results of the membership, staff be directed to move forward with preparations to implement Option 2 – Every Friday night July 1-September 2, 2022

AND THAT staff report back at April meeting with confirmed participation for final approval.

Option 3
THAT the See you on the Patio 2022 Survey report be received;

AND THAT based on the survey results of the membership, staff be directed to move forward with preparations to implement Option 3 – Every Friday and Saturday night July 1-September 3, 2022

AND THAT staff report back at April meeting with confirmed participation for final approval.

Key Facts/Background

- The board adopted the following motion at its February 15, 2022 meeting:

  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.

- *Refer to See You on the Patio Survey Results Attached.*

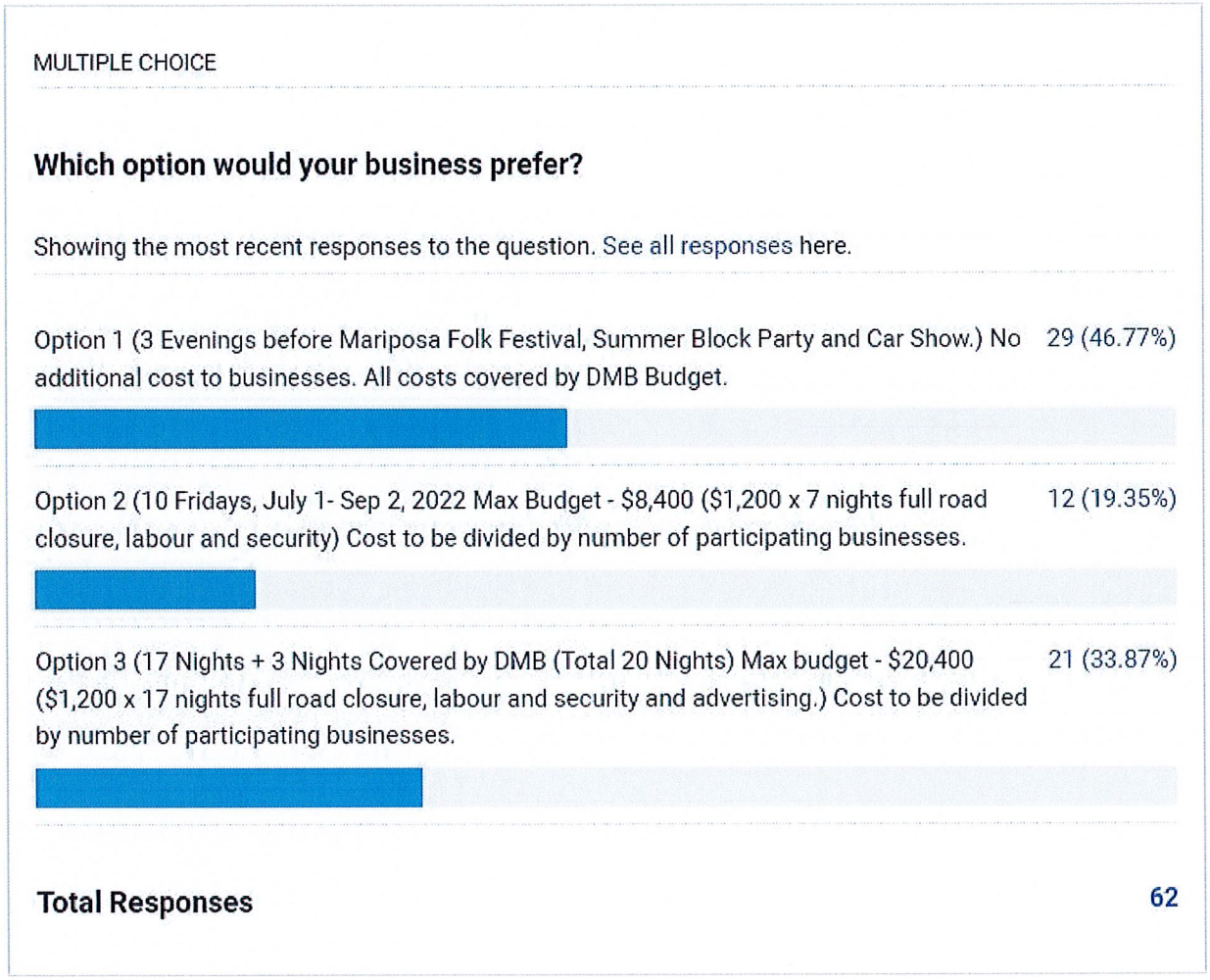
To: Downtown Orillia Management Board

From: DMB Manager & Event & Marketing Coordinator

Date: March 22, 2022

Subject: See You On The Patio Survey Results

See You On The Patio Option Chart



Comments/Concerns

I would be interested in option 2 but would not commit until I knew how many were splitting the costs. Last year not too many businesses stayed open so I would like a follow up on how many businesses are participating and our costs.

Only because I'm not sure what we could really contribute to the event.

Wouldn't mind if Miss st open to traffic between Peter & West for some merchants; means extra parking for event OR could have car show; charge $20 per car and have draw for DT$ (or after a few times give them meal at a restaurant) As for security; we hav 3.5 DMB staff that can work those nights and take lieu time, DMB memebers asked to volunteer 10-15 hours a month (could come and chat with merchants). How come the rest of us don't get consideration for security the rest of the week!?!

I personally have always loved attending the see you on the patio nights. I did find that fridays were much more popular than saturdays and many of the local businesses did not participate in staying open late on saturdays and it was not busy enough. Friday nights were busy enough that it should benefit downtown businesses to be participate.

Outside of Option 1, any street closure should not occur before 6:00 (or 5:45 at the earliest). Our store has experienced drop in sales in late afternoon as store traffic drops due to the closed streets. Our customers want accessibility, ease of car access and parking. Option 2 involves too many days of closures and would be damaging. If it was 4 or 5 days we could tolerate the financial losses. Option 3 would be extremely damaging to our business and we would seek legal remedy..

Not sure it would be cost effective for a brand new small business in retail for the hours after 5pm as my customer base is largely parents with small children. Would love to hear/see more of individual cost per business etc. Thank you

We are retail 9am-5pm Mon-Sat. fri9-6pm we don't have the staff to extend hours when we have open for these evenings in past not profitable to hire more staff for these extra shift. can not disrupt our traffic of customers white retail stores are open. close street after we all close our stores

As a manufacturing/retail/hospitality business the flow of traffic via a key artery like Mississaga St is fundamental and exists to support daily commerce, including the flow of vital deliveries/services required to sustain operations -and sales!- especially during high season. The Brewery receives B2B vendors and retail/hospitality customers 7/days a week, during non traditional hours and weekends. We support decisions and initiatives that maintain commercial logistics in the downtown core.

We get some traffic after the roads re-open. But street closures hurt some businesses and we shouldn't do something that hurts even one business.

I believe all businesses should benefit from street closures, otherwise it's not fair.

We don't care either way, because we have our own patio so we will not be putting anything on the street.

We are not open anyways, and will not participate.

Street closures do not help businesses not related to restaurant patrons.

Hurts business - needs the street open for parking and delivery drivers

We would absolutely love to be a part of the patio extension! Such a great opportunity for the business and so much fun to be a part of. It gives us all a wonderful sense of community. A stronger police presence would be ideal as a lot of those working the door (street) of these businesses are younger civilians.

I would actually prefer option 3, but I feel that the cost to participating businesses will be too high. The street events are the best community building activity in Orillia. We have built momentum from the previous 2 years and it would be a shame to not continue to build on this and position out downtown as a destination for street life, outdoor dining and walkable streets. There must be some $ available through the CDC / Simcoe Tourism or RT07 to support a program like this.

We had many visitors come through our business on Friday and Saturday nights last summer who commented on how amazing of a promotion it was for Orillia. It makes our downtown a summer destination for locals and people from the area and further away. See You On The Patio had a tremendous effect on our business and brought lots of additional people through our doors which resulted in more sales. I believe See You On The Patio is a key differentiator between Orillia and other towns in the area.

Closing of extra nights on top of the usual is an expense I as an owner will not budget for. Traffic flow is essential for businesses closing roads limits that. Traffic flow is for all businesses in the downtown. What is good for one is not good for others. Restrictions and closers do not give all opportunity equally. Special events are excepted by customers from time to time easier than an on going weekly closure that is in my opinion would cause frustration for people who live here.

As we are in the Arts District on Peter ST. if the whole SYOTP doesn't go, many in the Arts District would like to at least have Peter ST closed from Mississaga to Colborne St. on Friday evenings.

No concerns.

If you have a problem with the road being closed and hour before you are 1 or 2 nights a week. make up for it by participating and get some stuff out on the road!! this is a sidewalk sale for everyone of these nights. use it that way. clear out some old product, have some live music in front of your store, there is a lot you can do to get more business. don't just sit there get involved

We won't be participating in the SYOTP program, but would be happy to see this addition to our Downtown Roster of Events as it was very popular & locals have been very concerned about supporting local business which has indeed been heartening. Great PR, & I fear very -ve PR if we don't do it. Hoping to host Starry Night this year - so prefer to see SYOTP NOT happen on Saturdays - even having Friday nights may detract from the 'specialness' of SN event, but not totally averse to Option 2. Thanks!

This is a no brainer. By far the best attraction for downtown Orillia in a long time. Anyone that does not participate in this is a missed opportunity to interact with the public and generate sales. This brings people from all over the region.

Our preference would be Option 2 as long as there are enough participating businesses to ensure that the cost wouldn't be onerous on a few businesses and enough stores/restaurants open to draw in the public, otherwise Option 1 would be our second choice.

We would be happy to share the cost of the street closure with other downtown business's. This is a great program and has even greater potential to serve our community, help with tourism and include a local event for all community members to get involved. The last two years have been hard for all industries. We work together in order to recoup our losses and create new revenue streams so we can come out even stronger than we have ever been. Thank you.

We supported it during the pandemic due to the restaurants and all the struggles we were having, now that things are easing and almost back to full capacity we dont believe its fair for us down at studabakers, yes we have a patio, but it pulls people away from our location. If your going to do it, it must be all the way down to us aswell. We pay a huge tax bill for our patio and location, if we new we were getting basically free patios on the weekend we would have chosen a location up town.

Friday evenings were perfect. With the Saturday, too much for us to handle. It helped me stay open another year, despite Covid. Lets do it again.

Many business that are not restaurants participating, are negatively impacted by the street closure. I understand Darcy is offering to pay the costs, but is he going to compensate businesses for their projected losses or residents for their inconvenience due to a road closure? It shouldn't be up to others to adjust so they can expand their seating area, especially with all restrictions being removed. Also, this should not be left to a board vote as most only represent their own interests.

Allowing for more accessible walking options in the downtown core will be a boon for tourists and locals alike. It encourages people to slowly enjoy all the businesses along the Main Street. After such a long period of uncertainty and restrictions any effort to reinvigorate Orillia as a destination should be encouraged.

The street closure the last couple of years is the main reason my businesses are still trading following a difficult two years. For a tourist visiting Orillia for the first time, I can think of little better advertisement for the vibrancy & diversity of the city that the on-street patios. Keen to consider all options to help balance things. Happy to have Mississaga between Peter & West open to traffic. Happy to provide volunteers or staff to open or close the street to reduce cost.

If there is enough business that opt for more nights I would consider participating - however our shop is location makes it hard to participate as most restaurants on our end did not utilize this event last year.

Maximum nights make sense for all restaurants as we have just come out of another lockdown This gives restaurants the opportunity to make money again.

The reason we chose 3rd option is we have to consider the rainy nights and another recommendation is if we could start the middle of June instead of July 1st to compensate for a couple rainy nights

We would not be participating with either option 2 or 3 neither brought us any revenue the last two years it actually cost us money to participate to pay staff

Option 2 is my second choice.

For 2022 the ERTF should be asked to cover additional nights. Long weekends and festivals in the park weekends, the closures would make Orillia a summer festival hub.

We chose option one as we are still recovering financially from reduced occupancy and such. Furthermore, for us to have to pay a fee to be out on the street as well as extra staffing it is not feasible for us to take part, unfortunately.

I fully support any initiative that helps the hospitality industry especially as they have been most impacted by covid. I also feel that these initiatives help to further provide a Healthy and vibrant downtown which benefits the entire downtown core. I know this is only one vote but my business of 35+ employees share the same sentiments.

The Friday night events last year were well attended in spite of COVid and I would like to see them continue through July and August. If the other businesses aren't interested in the full Friday night SYOTP, then just closing Peter ST. between Mississauga Rd and Colbourne would work well for us. Although I do not have a business space on Peter St. I am also affiliated with Peter ST. Fine Arts, Hibernation ARts and the Orillia Fine Arts Association, as well as coordinating Zephyr Art.

there should be no cost to the businesses. we are in favour of whatever the restaurants want. but have some concerns. as a retail business it isn't as financially feasible for us as it is for restaurants. -how is the cost going to be divided? -why can't the city cover some cost? -can we have the OPP do patrol with cadets? use money from summer parking enforcement to pay for it. WE NEED AN OPEN DISCUSSION WITH ALL DT BUSINESSES

Option two is the best option for all. Give and take on both sides of the question. Some want it badly. Some don't want it at all just as badly. So let's meet in the middle.

Hi my business won't be participating in the SYOTP evenings. I love the idea, but my business doesn't really benefit from these events ☹ I chose option 1 because there was no choice to not participate. And I couldn't submit my survey without a choice ...So although I chose #1 I will not be participating.

We would love to participate in the evening closures but don't see a value in funding it. I understand the restaurants can benefit from funding it, because revenue is directly driven from seating people on the street. For us, the benefits are the foot traffic.

As a property owner we will not be participating in the event, but we do support the event for any of our tenants who wish to take part.

The closing of downtown streets set a pleasant precedent. As for the Art Walks, people enjoyed walking down Peter St with their children and dogs, talking with the artists, looking at the art, & even buying some. It could be expanded to include artists who are not represented in the galleries, which would help those businesses pay for the extra night. We did not do them Sat nights and would not in the future. When people are walking, they see more, instead of driving by and not stopping.

I have chosen option 3 as a neighboring restaurant has asked me to. I fully support street closures for food establishments. For us we would love to be open until 8:00 and maybe have out a rack for a bit but the cost would be way to prohibitive to help with it. However, I know that for restaurants this would be worth it financially for many of them. I fully support closing the streets as much as possible, I think the street closure and patio is expansion is good!

Support local businesses, let's get back to life as per usual! New business ready to showcase as well as push momentum in downtown restaurants culture.

These evenings are vital for downtown Orillia and create a unique culture that draws visitors in.

Good Luck.

Orillia has a unique opportunity to become a walkable destination that welcomes visitors and showcases both our City and sense of community. This will have incredible benefits for the City's residents (building a community of neighbours that enjoy the downtown together) and for visitors. We would also like to proposed street closures on Matchedash St S from Mississaga St the entrance of the Matchedash Lofts parking garage where Oakleigh owns properties on both sides of the street.

The patio program was a huge help for our other business across the street. Looking forward to doing more events downtown.

I would love to vote for Option 2, but it would not be financially viable for me. Friday evenings are not a moneymaker for me, but more of a community builder.

I would also like to put forward a fourth option that we extend the street closures on long weekend Sundays at the $1200 per night cost. My participating restaurant would be interested in contributing to the costs involved, putting up barricades and sending volunteer staff to help with administration for the board. I would also like Peter Street between Mississauga and Colborne closed Exploring corporate partners for empty parts of the closure could help with costs.

The See You on the Patio is a great event but since we are not a restaurant or a bar that would benifit from us being open late option 1 perfect. We stayed open late last year and although it was amazing seeing people wander freely up and down the street we found most peole were out for dinner or drinks not shopping :)

For my business it doesn't benefit to open any other nights, my hours stay the same throughout the summer because it slows down in my store typically after 4 anyways.

Due to the nature of my business, we see very little sales on these evenings which is exceeded by staffing and energy costs. I 100% support the closure of the streets on Friday nights as I truly see the value for certain businesses and restaurants!

I should hope that if the vote results in option 3 we could lean on the ERTF for some some additional financial support. Or perhaps some sponsorship support from breweries or food vendors that supply our local restaurants. The demographic of the downtown tourist and locals is changing, we need to keep moving forward with changes /events that appeal to our new demographic.

Start at 6:00 instead of 5:00 to give customers downtown enough time to remove their cars, and keep peter street open to traffic as well as Mississaga between Peter and West Street

We set such a good precedent the last 2 summers - customers loved it and it made us stand out from other communities, made us unique in such a competitive environment. We would be stupid not to continue the program in some form. The Fridays were great for restaurants that participated and created such a buzz. Hope the board will support Option 2.

This event saved businesses during the pandemic. It has become a huge benefit to restaurants in particular. The only reason we are not participating is because we are a catering company first and we have a full calendar of weddings and events booked. If we were just a restaurant 100% we would incur the fee for Friday nights. Saturday nights were never profitable for us but Friday nights were amazing. This drew in locals and people from out of town to benefit all downtown businesses.

It's great to have people walking the streets downtown Orillia. we need the awareness.