

## **DOWNTOWN ORILLIA MANAGEMENT BOARD**

**Regular Meeting**

**Tuesday, January 17, 2023- 6:00 p.m.**

**DMB Boardroom, Downtown Orillia Office**

**23 Mississaga Street West**

(Accessible entrance is located at the front entrance off Mississaga Street)

### **A G E N D A**

Page

#### **Open Session**

#### **Chair – Election**

#### **Call to Order**

#### **Approval of Agenda**

#### **Disclosure of Interest**

#### **Deputations**

None.

#### **Minutes**

1. November 9, 2022.

#### **Closed Session**

None.

#### **Correspondence - Information Items**

1. Office of the City Clerk – 2023 Budget Deliberations – New Date for Agencies, Boards and Committees

#### **Correspondence - Action Items**

1. Office of the City Clerk – Committee Meeting Dates and Chair for 2023.
2. Office of the City Clerk – Parking Advisory Committee and Transit Advisory Committee Appointment for 2023.

#### **Reports**

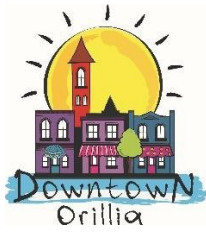
1. DMB Event & Marketing Coordinator – re Board Policies and Best Practices.
2. DMB Manager – re Financial Report.

3. DMB Event & Marketing Coordinator – re 2023 Marketing and Events.
4. DMB Manager – re Winter Maintenance.
5. DMB Manager – re Streets Alive.
6. DMB Manager – re Signage Bylaw Enforcement.

**Date of Next Meeting**

To be determined.

**Adjournment**



## **DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES**

**Minutes of the Meeting of the Downtown Orillia Management Board, Tuesday, October 18, 2022 at 6:00 p.m. in the Boardroom of the Downtown Orillia Office, 23 Mississauga Street West, Orillia**

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**Present:** Michael Fredson, Chair  
Councillor Rob Kloostra  
Darcy MacDonell, Director  
Al Wallace, Director  
Jeff Gilbert, Director  
Ron Spencer, Director

**Absent:** Ruth Howorth, Treasurer  
Michael Knight, Vice Chair  
Carmine DeSanto, Director

**Also Present:** Dina Tzirakos, Manager  
Samantha Yandt, Event & Marketing Coordinator

### **Call to Order**

The meeting was called to order at 6:15 p.m.

### **Approval of Agenda**

Moved by Spencer, seconded by Gilbert:

THAT the agenda for the Downtown Orillia Management Board meeting held on November 9, 2022, be approved as distributed.

**Carried.**

### **Disclosure of Interest**

None.

### **Deputations**

None.

### **Minutes**

1. October 18, 2022.

Moved by Kloostra, seconded by Gilbert:

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

**Carried.**

### **Closed Session**

There were no closed session items for this meeting.

### **Correspondence - Information Items**

None.

### **Correspondence - Action Items**

None.

### **Reports**

#### 1. DMB Manager – re 70 Front St. North Sign Variance

Moved by MacDonell, seconded by Kloostra:

THAT the Sign Variance for 70 Front St. North received;

AND THAT the DOMB provide comments;

#### **Comments**

- Is there an approximate amount of time the signage will be up?
- Will the fence signs be reinstalled after the temporary fence is taken down?
- No big issues with the signage as it is temporary and serves a purpose for the building
- Is there going to be additional signage for the temporary sales building ?

**Carried.**

#### 2. DMB Manager – re 2023 Budget.

Moved by MacDonell, seconded by Gilbert:

THAT the Downtown Orillia Management Board review and approve the proposed 2023 Budget with a 2% increase;

AND THAT the budget be presented to the membership for approval;

**Carried.**

**Date of Next Meeting**

TBD.

**Adjournment**

Moved by Kloostra, seconded by Gilbert:  
THAT the meeting be adjourned.

**Carried.**

Meeting adjourned – 6:52 p.m.

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M. Fredson,  
Chair.



Corporate Services Department  
Clerk's Division

T: 705-325-1311  
F: 705-325-5178  
clerks@orillia.ca  
orillia.ca  
50 Andrew St. S., Suite 300,  
Orillia, ON L3V 7T5

**To:** All Boards and Committees  
**Cc:** Rory Bulmer, Assistant to Mayor and Council  
**From:** Robin Cadeau, Assistant Clerk  
**Date:** January 6, 2023  
**Subject:** **Committee Meeting Dates & Election of the Chair for 2023**

In accordance with Section 238 (2.1) of the *Municipal Act*, 2001, boards and committees are required to review and establish the schedule of their meetings for the upcoming year.

Further, Chapter 105 of the City of Orillia Municipal Code – Local Board – Procedures reads as follows in this regard:

**105.4.3 Schedule of meetings - decided at first meeting**

At the first regular meeting of a newly appointed local board, the local board shall establish, by resolution, the regular meeting dates, times and locations of the local board for that year.

**105.4.8 Provision of public notice**

The provision of a monthly schedule of regular and special committee meetings at the City Clerk's Office and the posting of the monthly schedule on the City website shall constitute public notice of meetings.

This matter should be presented to the Board/Committee once new members have been appointed to ensure all members can be present for the discussion and the meeting dates/times selected will not compromise the opportunity for members to participate.

At that time it would also be appropriate to hold the election for the Chair for the coming year (please refer to section 105.2.2 and 105.2.3).

Please provide me with a copy of the new schedule for 2023, along with the name of the elected Chair, and copy Rory Bulmer for posting on the City website meeting calendar.

Thank you.

:rc

DMB Staff and Committee Report  
January 17, 2023

Reports

1. DMB Manager – Board Policies and Procedures

Recommendation

THAT the DOMB Code of Conduct be reviewed and signed by all members of the Downtown Orillia Management Board;

Key Facts/Background:

- All Directors are to review and sign Code of Conduct at our upcoming Board meeting
- Board Policies and Procedures will also be reviewed at the first meeting



# Downtown Orillia Management Board Code of Conduct

Effective Board meetings focus on decision making, stimulate participation, and support an appropriate balance of responsibility between board and staff.

The purpose of this code of conduct is:

- To provide board members with rules to guide conduct at meetings, interaction with staff and with BIA members;
- To provide standard guidelines when representing the board on outside committees, speaking with the media, speaking on behalf of the board and to outside organization and members of the public.

## Rules/Guidelines

### **Participation**

- Directors shall demonstrate their commitment to Downtown Orillia Management Board by demonstrating a high priority of participation in Board and Committee meetings through high levels of attendance.
- As stated in the DOBIA Policy and Procedures Manual, any board member missing 50% or three (3) meetings in a row without acceptable reason or prior notice will be removed from the board
- Directors shall prepare themselves for all Board and Committee meetings by familiarizing themselves with the meeting's agenda and background materials to the greatest extent possible, with the goal of discussing the issues and business addressed at the meetings.
- Provide brief point-form written reports a week prior to monthly board meeting on any outside committees attended on behalf of the board
- Be accountable to the membership of the BIA
- Understand the ODBIA mandate and be familiar with members and their needs and take this in account when making decisions
- Directors shall focus on the discussions at hand and be prepared to deal with issues that may not be easily solvable.
- Directors shall be members of at least one Committee of the Board.
- Directors shall participate in:
  1. strategic planning and orientation workshops;
  2. Board and BIA development workshops:
  3. Seminars and other educational events that enhance their skills as Board members; and
  4. The Annual General meeting, BIA membership meetings, BIA socials, and all applicable special events and marketing initiatives





# Downtown Orillia Management Board Code of Conduct

## **Respect**

- Directors shall express their opinions, unencumbered, yet always with the goals of flexibility and compromise whenever achievable by remaining open to differing viewpoints.
- Directors shall work with and respect the opinions of their peers and leave personal prejudices out of all Board and Committee discussions.
- Directors shall observe parliamentary procedures and display courteous conduct in all Board and Committee meetings toward each other and toward staff.

## **Support**

- Directors shall support, in an affirmative manner, all actions taken by the Board, even when they may be in a minority position with respect to any such action.
- Directors shall represent Downtown Orillia Management Board and the BIA in a positive and supportive manner at all times and in all places.
- Directors shall exercise the duties and responsibilities with integrity, collegiality and care.

## **Governance**

- Adhere to the Code of Conduct - BIA Members
- Directors shall ensure that the Board performs its duties of governance.
- Directors shall ensure that they understand their legal obligations to Downtown Orillia Management Board and that they ensure those obligations are upheld.
- Directors shall place Downtown Orillia Management Board's and the BIA membership interests before their own personal interests and will immediately declare any conflicts of interest which arise.
- Directors shall remove themselves from situations where their continued presence on the Board may cause embarrassment to Downtown Orillia Management Board or undermine the confidence of their peers.

## **Policy**

- Directors shall use their best judgement to balance the relative importance of issues to be determined by the Board in setting policies and avoiding operational matters.
- Directors shall educate other Board members on those matters within their own area of expertise with a goal of having the Board make decisions collectively.
- Directors shall uphold the vision statement as approved by the Board, as may be amended from time to time.



# Downtown Orillia Management Board Code of Conduct

## Administration

- Directors shall actively support Downtown Orillia Management Board's staff by providing overall direction, resources and time frames to achieve the identified vision and mandate of the Downtown Orillia BIA.
- Directors shall publicly support actions taken by Downtown Orillia Management Board's staff to implement programs and achieve the objectives contained in Downtown Orillia Management Board's plans and budgets as approved by the membership.
- Directors shall recognize the difference between the role of the Board to set policies and strategic objectives, and the role of the staff to implement same.
- Directors shall not create any additional work for staff without the approval of Downtown Orillia Management Board or Executive Committee.

## Confidentiality

- Directors shall maintain, at all times, the confidentiality of all confidential information and records of Downtown Orillia Management Board and must not make use of or reveal such information or records except in the course of performance of their duties or unless the documents or information become a matter of general public knowledge.
- Directors shall not use confidential information obtained through their association with Downtown Orillia Management Board to further their private interests or the private interests of their friends or relatives.
- Directors shall comply with any BIA and City of Orillia policies and procedures that guide the storage, use and transmission of any information of Downtown Orillia Management Board, including the use of computer data bases or email systems.
- Directors shall treat Board discussions as a "safe haven" for the benefit of their peers and Downtown Orillia Management Board's Executive, and shall not repeat any discussions concerning Downtown Orillia Management Board's business and practices, or any discussions of a personal nature of their peers and Downtown Orillia Management Board's Executive, in a public setting.

## Media

- Directors shall not, in the context of Downtown Orillia Management Board's business and practices, make comments to the media or make themselves available for interviews by the media on behalf of Downtown Orillia Management Board without prior approval and briefing by Downtown Orillia Management Board's Executive.
- Directors shall ensure that any comments made by them to the media outside of the context of Downtown Orillia Management Board's business and practices is attributed to them in their personal capacity and not in their capacity as Directors.



# Downtown Orillia Management Board Code of Conduct

## Property

- Directors shall not misappropriate Downtown Orillia Management Board's assets for personal use.
- Directors are entrusted with the care, management and cost-effective use of Downtown Orillia Management Board's property and resources, including the use of Downtown Orillia Management Board's name, and should not make significant use of these resources for their own personal benefit or purposes.
- Directors shall ensure that all Corporation property assigned to them is maintained in good condition, and shall be accountable for such property.

## Political Participation

- Directors are encouraged to participate fully as private citizens in the democratic process at any level, including campaigning in elections and running for or holding public office, however, Directors engaging in such political activity shall take care to separate their personal activities from their association with Downtown Orillia Management Board.
- Directors shall ensure that any views they express in the context of their political participation is clearly and unequivocally stated to be that Director's personal views and not the views of Downtown Orillia Management Board.

## Responsibility

- Directors must adhere to the standards prescribed by this Code of Conduct, as well as any applicable Conflict of Interest Policy, and shall execute declarations in favour of Downtown Orillia Management Board and the BIA to that effect.
- Directors must adhere to all applicable legislation, as well as the by-laws and shareholder direction that govern Downtown Orillia Management Board and BIA.
- Directors must adhere to all applicable policies of Downtown Orillia Management Board while performing their duties, or while in situations which may affect their ability to perform their duties.
- Directors shall report any breaches or potential breaches of this Code of Conduct to the Board through the Chair.
- Directors must sign and adhere to the Board Member Code of Conduct at beginning of each term

Directors who have breached or who are in a potential breach of this Code of Conduct may be requested to resign, or may request an exemption from any such breach or potential breach, by a determination of the board.

I \_\_\_\_\_ agree with, understand and will adhere to the Board Member Code of Conduct.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

DMB Staff and Committee Report  
January 17, 2023

2. DMB Manager, Dina Hawker - Financial Report

Recommendation 1

THAT the Financial Report dated January 13, 2023 for the period of December 2, 2022, to January 10, 2023 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$6,178.37 from the 2023 DMB Budget.

Invoice From	Amount	Minus HST Discount	Purchase Description	Date	Account	Invoice #	P/O Number
Bell Media INC	\$ 1,295.93	\$ 1,167.03	Christmas Ads on Pure Country Radio	2022-12-25	XMAS MISC EXP	1801950-2	84881
Bell Media INC	\$ 1,295.93	\$ 1,167.03	Christmas Ads on Bounce Radio	2022-12-25	XMAS MISC EXP	1802040-2	84882
Costco Gas Bar	\$ 80.00	\$ 72.04	Truck Gas	2022-12-02	GEN MTCE SERV VEHCL		M/C
Microsoft Exchange	\$ 36.16	\$ 32.56	December Microsoft Subscription	2022-12-03	GEN LICENCE AND REG	E0400L3RON	M/C
Microsoft Exchange	\$ 28.82	\$ 25.95	December Microsoft Subscription	2022-12-03	GEN LICENCE AND REG	E0400L4HWM	M/C
Orillia ProNet	\$ 129.89	\$ 116.97	Website Hosting	2022-12-12	GEN LICENCE AND REG	69442	M/C
Impression House	\$ 213.28	\$ 192.07	Office Business Envelopes	2022-12-12	GEN OFFICE SUPPLIES	29484	M/C
Costco Gas Bar	\$ 80.01	\$ 72.05	Truck Gas	2022-12-22	GEN MTCE SERV VEHCL		M/C
Theo's Eatery	\$ 70.59	\$ 63.57	Staff Christmas Lunch	2022-12-21	XMAS MISC EXP		M/C
Lake Country Office Solutions	\$ 98.14	\$ 88.38	Printer Lease	2022-12-22	GEN OFFICE SUPPLIES	88393	M/C
HeyOrca	\$ 93.44	\$ 84.15	Social Media Management Software	2022-12-23	GEN ADV PROMOTION	94A83D63-0006	M/C
Microsoft Exchange	\$ 36.16	\$ 32.56	January Microsoft Subscription	2023-01-02	GEN LICENCE AND REG	E0400LHZQD	M/C
Microsoft Exchange	\$ 28.82	\$ 25.95	January Microsoft Subscription	2023-01-02	GEN LICENCE AND REG	E0400LHHTM	M/C
Impression House	\$ 524.43	\$ 472.27	Downtown Dollar Certificate Printing		GEN OFFICE SUPPLIES	29533	M/C
Orillia Chamber of Commerce	\$ 960.00	\$ 864.51	Membership Directory Ad	2023-01-09	GEN ADV PROMOTION	23972	M/C
Orillia ProNet	\$ 33.84	\$ 30.47	Website Hosting	2023-01-10	GEN LICENCE AND REG	23-030	M/C
Adobe	\$ 14.68	\$ 13.22	Adobe Lightroom Subscription	2023-01-10	GEN LICENCE AND REG	802098500205CCA	M/C
Creative Nomad Studios	\$ 1,158.25	\$ 1,043.04	Office Lease and Shed Rent	2023-01-01	GEN LEASES PROP	998	80145
<b>TOTAL</b>	<b>\$ 6,178.37</b>	<b>\$ 4,507.55</b>					

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

Recommendation 1

THAT the draft 2023 Downtown Orillia Marketing Plan be received;

AND THAT staff be directed to incorporate the following changes and additions in the final proposal to be presented at the February Board meeting:

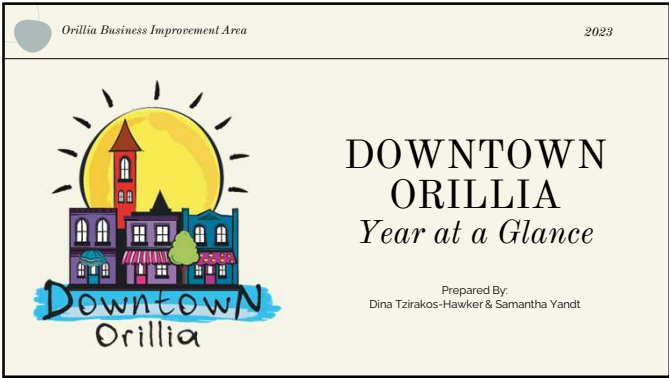
Recommendation 2

THAT the Downtown Orillia short name change on social, and media platforms to the Orillia Central Business Improvement Area, also known as OC-BIA be approved;

AND THAT staff proceed to work with Bylaw, the Clerks division, and the appropriate avenues to update the short name of Orillia Downtown Management Board as per section 100.2.4 to Orillia Central Business Improvement Area, also known as OC- BIA.

Key Facts/Background:

- PowerPoint Presentation outline attached
- Full presentation to be made in meeting
- Comments and questions are welcome for draft approval



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### MEET YOUR STAFF



Dina Hawker  
(and Sir Hercules)  
BIA MANAGER



Samantha Yandt  
BIA EVENT & MARKETING  
SPECIALIST



Rick Elliott  
BIA MAINTENANCE LEAD

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### STAFF RESPONSIBILITES



Communications  
Description



Event Coordinating  
Description



Marketing  
Description



Maintenance & Decor  
Description



Advocating  
Description



Promoting  
Description

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### Meet Your Board

Michael Fredson - *Manticore Books*  
Darcy MacDonell - *The Common Stove & PICNIC*  
Jeff Gilbert - *Gilbert Guitars*  
Doug Cooper - *Provenance Wine Bar*  
Stevie Baker - *Sarahannedipity*  
Kaylea McCarron - *Couchiching Craft Brewing Co.*  
Megan Murray - *Jack and Maddy - a Kids' Store*  
David Campbell - *Orillia City Councillor Representative*

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Orillia Business Improvement Area 2023



## 02 BOARD MANDATE

The mandate of the Downtown Orillia Management Board 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.

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## BEST PRACTICES



### Responsibilities

- The board meets regularly once a month with the occasional additional special meeting
- At least 5 members are required at each meeting to make quorum



### Conduct

Code of Conduct

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## WHAT IS A BIA?

A Business Improvement Area (BIA) is an association of commercial property owners and tenants within a defined area who work in partnership with the Municipality to create thriving and safe business areas that attract shoppers, diners, tourists, and new businesses.

By working collectively as a BIA, local businesses have the resource capacity (funds and people) to actively enhance the quality of life in their local neighbourhood and the Municipality as a whole.

A local municipality may designate an area as an improvement area to market, maintain, beautify and promote the area as a business or shopping area.



-Ontario's Business Improvement Area Association

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Orillia Business Improvement Area

2023

03

2022 Recap

2022 Events, Promotions,  
Grants & Partnerships



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2022 Recap

Events

- Great Easter Egg Hunt
- See You on the Patio (SYOTP)
- Summer Block Party
- 22<sup>nd</sup> Annual Classic Car Show
- Cinema in the Courtyard
- Children's Candlelight Parade

Funding Received

- 2022 Reconnect Ontario Grant (\$14,000)
- SYOTP Sponsor Windmill Garden Centre and Landscaping (\$10,000)
- SYOTP City of Orillia Funding (\$10,000)
- 2022 Canada Summer Jobs Grant (\$3500)
- Mortgage Man Movie Sponsor (\$700)



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Orillia Business Improvement Area

2023



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2023 Event Plan

Proposed Events and Schedule  
for the upcoming year

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### 2023 EVENT SHIFT

#### Traditional Events:

- Larger full street closures and fairs
- Bringing in outside vendors



#### The Shift:

- BIA's across Ontario are shifting event scales
- Smaller scale events with focused themes are drawing more attention and engagement
- Partnering with BIA businesses and other local tourism and marketing organizations to create niche events
- Focusing on the diversity of our downtown merchants and what they bring to our community

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### EVENT TIMELINE

Spring		St Paddy's Pub Crawl	To be presented at Meeting
Spring		Fashion/Retail	To be presented at Meeting
Summer		Outdoor Movie Night(s)	<ul style="list-style-type: none"><li>• Library courtyard movie</li><li>• Kid's movie night, adult/date movie night</li></ul>
Summer		Night Markets	Include farmers market, merchants, and musical performances

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### EVENT TIMELINE

Summer		Classic Car Show	<ul style="list-style-type: none"><li>• 350 Classic Cars line the streets of downtown</li><li>• Patios extend on to the streets</li></ul>
Summer		See You on the Patio	<ul style="list-style-type: none"><li>• Restaurants extend patios on to the main street downtown</li></ul>
Summer		Food Festival	Theme to be determined
Fall		Scavenger Hunt	Create a fall and Christmas scavenger hunt- choose your own adventure

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## EVENT TIMELINE

Fall		Scavenger Hunt	
Fall		Charity Gala	Partner with local Charity or Not for Profit organization
Fall		Candlelight Parade	Include Library and create an outdoor market in the courtyard
Winter		Winter Market	Description

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## EVENT PARTNERSHIPS

Christmas In June  
Orillia Chamber of Commerce

Pirate Party  
Orillia Chamber of Commerce

Mardi Gras  
Orillia Chamber of Commerce

Mariposa Folk Festival DT Stage  
Mariposa Folk Foundation

Roots North Music Festival  
Roots North



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Orillia Business Improvement Area

2023



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## 2023 Promotions

Upcoming promotional opportunities to advertise downtown Orillia year-round

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## SOCIAL MEDIA

- Revamp social media platforms
- Create content for TikTok and Instagram Reels
- Take high-quality photos of stores and products for members to use on their own platforms
- Focus on sector advertising
- Filming in downtown stores
  - Feature highlights



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## ONLINE NEWS OUTLET ADVERTISING

OrilliaMatters

- Every day, OrilliaMatters sends out over 16,000 emails to their subscribers and there is only one ad unit in the newsletter at a time
- Explore email banner packages and web ads for advertising shopping and dining downtown

OrilliaToday (Simcoe.com)

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## RADIO ADVERTISING



Pure Country 106

Radio



BOUNCE Radio 104.1

Radio

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## LOCAL PARTNERS

- Summer Fun Guide
  - Listing in the print booklet
  - Online customizable listing
- Orillia District Chamber of Commerce
  - ½ page ad in the directory
- Orillia's Lake Country and Tourism
  - ½ page ad in the tourism booklet



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Orillia Business Improvement Area 2023

## Rebranding

- Change Short of Name from ODMB or DOMB to OC-BIA or OBIA
- Ontario Central Business Improvement Area is part of our legal name, and it clearly demonstrates what we are
- DOMB name creates a feeling of management and separation from the merchants and clouds the purpose of our mandate.
- There are no other members of OBIAA who identify with titles other than the location followed by BIA
- This will assist with tourism and searchability online
- Remove negative media affiliation with DOMB, increase understanding of our mission statement



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Orillia Business Improvement Area 2023

## Digital Marketing and Website

- Create one stop shop for visitors to downtown
- Update events to include BIA merchant events, so it not only increases our online presence but makes it a destination for visitors to check
- Create weekly or monthly digital flyer, submission deadlines on our internal site and posted on our public page- featured in social media with link to our page
- Blog section- to feature blog about each business downtown
- Internal website to feature details of events relevant to merchants, surveys, Board meeting minutes (that will be posted on both public and private sites), call to action request forms, and surveys, social media quick tips, and invitations to workshops

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Orillia Business Improvement Area

# Membership

- Reintroduce members socials ie. Once a month or once a quarter
  - Increase familiarity between merchants and foster future partnerships
- Host workshops on increasing social media or online presence
- Host general meetings where merchants can discuss the issues impacting them

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4. DMB Manager – re Winter Maintenance.

Recommendation

THAT the Winter Maintenance Bylaw be received;

AND THAT recommendation to amend bylaw with comments from the Board and membership be approved;

Key Facts

- DOMB office staff received comments from membership regarding snow removal
- A letter to mayor and council to be drafted to request assistance or maintenance support in the event of an extreme weather event/equipment maintenance

5. DMB Manager – Streets Alive

Recommendation

THAT the Streets Alive update be received;

AND THAT the DOMB office staff assemble a committee to assist with the Streets Alive program;

Key Facts/Background

- DOMB office staff received a request to assist with the Streets Alive Program
- Department of Culture and Tourism as well as ODAC or other Arts Councils should be included in committee
- No additional funding request has been made for program

6. DMB Manager – re Signage Bylaw Enforcement

Recommendation

THAT the Signage Bylaw Enforcement update be received.

Background

- DOMB office staff has been in contact with Bylaw to begin signage bylaw enforcement campaign.
- Letters to businesses in violation of signage bylaws have been drafted.
- The office will be hosting meeting to refresh and remind membership of bylaws, and if no voluntary action is taken to update signage bylaw enforcement letters (2<sup>nd</sup> notice ) will be issued