



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the meeting of the Downtown Orillia Management Board, January 17, 2023 at 6:00 p.m.

Present: Michael Fredson, Chair
Jeff Gilbert, Vice Chair
Doug Cooper, Treasurer
Councillor David Campbell
Megan Murray, Director
Darcy Macdonell, Director
Kaylea McCarron, Director

Absent: Stevie Baker, Director

Also Present: Dina Tzirakos-Hawker, Manager
Samantha Yandt, Events & Marketing Coordinator

Open Session

The Manager of the DMB opened the session and conducted the election of Chair.

Chair - Election

Moved by Campbell, seconded by Macdonell:

THAT the Downtown Orillia Management Board appoint Michael Fredson as Chair of the Board for the 2023 term.

Carried.

Call to Order

Michael Fredson assumed the Chair.

The meeting was called to order at 6:20 p.m.

Moved by Macdonell, seconded by Cooper:

THAT the Downtown Orillia Management Board appoint Jeff Gilbert as Vice Chair of the Board for the 2023 term.

Carried.

Moved by Campbell, seconded by Macdonell:

THAT the Downtown Orillia Management Board appoint Doug Cooper as Treasurer of the Board for the 2023 term.

Carried.

Approval of Agenda

Moved by Campbell, seconded by Macdonell:

THAT the agenda for the Downtown Orillia Management Board meeting held on January 17, 2023, be approved as distributed.

Carried.

Disclosure of Interest

None.

Deputations

None.

Minutes

1. November 9, 2022 – Board Meeting Minutes.

Moved by Gilbert, seconded by Macdonell:

THAT the minutes of the Downtown Orillia Management Board meeting held on November 9, 2022 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

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

Moved by Macdonell, seconded by Gilbert:

THAT the 2023 Budget Deliberations new date change from February 1st, 2023, to February 6th, 2023, be received.

Carried.

Correspondence - Action Items

1. Office of the City Clerk – Committee Meeting Dates and Chair for 2023.

Moved by Campbell, seconded by Murray:

THAT the Downtown Orillia Management Board hold its 2023 regular monthly board meeting on the third Friday at 5:30 pm of each month.

Carried.

Reports

1. DMB Event & Marketing Coordinator – re Board Policies and Best Practices.

Moved by Murray, seconded by Gilbert:

THAT the Downtown Orillia Management Board receive the Board Policies and Procedures update;

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

Carried.

2. DMB Manager – re Financial Report.

Moved by Cooper, seconded by Murray:

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.

Carried.

3. DMB Event & Marketing Coordinator – re 2023 Marketing Plan.

Moved by Cooper, seconded by Murray:

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.

Carried.

Moved by Cooper, seconded by Murray:

THAT the Downtown Orillia Management Board approve the purchase of a DSLR camera, for \$529.00 +HST, from the Promotions GL.

Carried.

Moved by Cooper, seconded by Murray:

THAT the short name of 'Downtown Orillia Management Board', change on social, and media platforms to the Downtown Orillia Business Improvement Area, also known as the DO-BIA be approved;

AND THAT staff proceed to work with Bylaw, the Clerks division, and the appropriate avenues to update the Short Title from Orillia Downtown Management Board, as referenced in section 100.2.4 of the Municipal Code, to Downtown Orillia - BIA, also known as DO-BIA.

Carried.

4. DMB Manager – re Winter Maintenance.

Moved by Cooper, seconded by Murray:

THAT the Winter Maintenance update be received.

Carried.

5. DMB Manager – re Streets Alive Update.

Moved by Campbell, seconded by Macdonell:

THAT the Streets Alive update be received;

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

Carried.

6. DMB Manager – re Streets Alive Update.

Moved by Campbell, seconded by Cooper:

THAT the Signage Bylaw Enforcement update be received.”

Carried.

Adjournment

Moved by Cooper, seconded by Murray.

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 8:30 p.m.

M. Fredson
Chair.