



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the Regular Meeting of the Downtown Orillia Management Board,
February 21, 2023 at 5:30 p.m.

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

Absent: Stevie Baker, Director

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

Open Session

Chair – Michael Fredson

Call to Order

The meeting was called to order at 5:41 pm

Approval of Agenda

Moved by Campbell, seconded by Cooper:

THAT the agenda for the Downtown Orillia Management Board meeting held on February 21, 2023, be approved as distributed.

Carried.

Disclosure of Interest

None.

Deputations

1. Business Development Manager, Ryan Lay – re Projects and 2023 Downtown Initiatives.

Moved by Campbell, seconded by Cooper:

“THAT the deputation from the City of Orillia Business Development Manager regarding the Projects and 2023 Downtown Initiatives be received as information.”

Carried.

Minutes

1. January 17, 2023 – Board Meeting Minutes.

Moved by Cooper, seconded by Murray:

THAT the minutes of the Downtown Orillia Management Board meeting held on January 17, 2023, be adopted, with having been printed and distributed;

AND THAT the DOMB monthly meeting date be corrected, and Friday be deleted and replaced with Tuesday.

Carried.

2. February 15, 2023 – Board Meeting Minutes.

Moved by Cooper, seconded by Murray:

THAT the minutes of the Downtown Orillia Management Board meeting held on February 15, 2023, be adopted, having been printed and distributed;

AND THAT the attendance list be updated to include Director Jenna French.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Office of the Mayor – re 2023 Tag Days.

Moved by Macdonell, seconded by Gilbert:

THAT the Downtown Orillia Management Board receive the from the correspondence Office of the Mayor – re 2023 Tag Days as information.

Correspondence - Action Items

1. Roots North – re Request for Sponsorship.

Moved by Cooper, seconded by Macdonell:

THAT the Downtown Orillia Management Board sponsor the Roots North Music Festival in Downtown Orillia in April in the amount of \$450.00 and banners;

AND THAT the DMB staff provide promotional support via social media channels;

AND THAT the sponsorship be debited from the DOMB EVNT MISC EXP Account.

Carried.

Moved by Gilbert, seconded by Murray:

THAT the Downtown Orillia Management Board provide 50/50 downtown venue entertainment fee matching with a cap of \$600.00 for the Roots North event weekend;

AND THAT Downtown venues that charge admission are ineligible for the fee matching;

AND THAT all the venues must submit receipts to the DMB office one week after the event and the \$600.00 budget be divided amongst the venues with a max of \$150.00 per venue.

Reports

1. DMB Manager – re Financial Report.

Moved by Cooper, seconded by Gilbert:

THAT the Financial Report dated February 15, 2023, for the period of January 17, 2023, to February 15, 2023, be received;

AND THAT staff be authorized to proceed with payments in the amount of \$5753.75 from the 2023 DMB Budget.

Carried.

2. DMB Manager – re Staff Responsibilities.

Moved by Cooper, seconded by French:

THAT the 2023 Presentation of staff responsibilities be received.

Carried.

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

Moved by Macdonell, seconded by Gilbert:

THAT the 2023 Downtown Orillia Event and Marketing Plan and proposed schedule be received;

AND THAT staff be directed to proceed with the 2023 Event and Marketing plan.

Carried.

Adjournment

Moved by Cooper, seconded by Murray.

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 8:19 p.m.

M. Fredson
Chair.