



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the Special meeting of the Downtown Orillia Management Board,
March 14 ,2023 at 5:30 p.m.

Present: Michael Fredson, Chair
Doug Cooper, Treasurer
Councillor David Campbell
Megan Murray, Director
Darcy Macdonell, Director

Absent: Jenna French, Director
Jeff Gilbert, Vice Chair
Kaylea McCarron, Director
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 5:45 p.m.

Approval of Agenda

Moved by Macdonell, seconded by Campbell:

THAT the Downtown Orillia Management Board approve the agenda for the March 14, 2023 meeting.

Carried.

Disclosure of Interest

None.

Deputations

None.

Minutes

None.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

None.

Correspondence - Action Items

None.

Reports

1. DMB Manager – re Parking Rate Increase and Distribution Recommendations.

Moved by Cooper, seconded by Murray:

THAT, further to the adopted motion and Clause 189 of Report Number 2023-2 of Budget Committee regarding recent Council decisions related to parking rates and revenues, the Downtown Orillia Management Board provides the following comments:

Parking as a Service

Parking is a service to the people that come to live, visit, or shop in our downtown. Changes to the delivery of this service should be done not with the sole intention of increasing revenues from parking, but from the perspective of improving the service. The best metric to balance out the needs of service and revenue is occupancy level. By setting a desired occupancy level for parking, we can achieve a parking system that is used more thoroughly and can provide people with their desired parking locations while also increasing revenue.

Options

1. Remove Free Lot Parking promotion during partial month of November and entire month of December.
2. Demand-priced balance between lots and street parking.
 - a. Lots can also be set at varying prices to encourage a more walkable downtown- exposure for businesses on slower blocks.
 - b. Implement tiered parking on street blocks, set a lower rate or hold rate on blocks where parking is sparse and increase rates in busy blocks to increase walkability.
 - c. Future potential could be to adjust prices seasonally, or as lots fill with updated equipment and smart meters.
3. Curb pricing should be more expensive to encourage more use in lots

4. Extend hours for pay parking on Friday nights to capitalize on restaurant patrons. Paid parking to be extended from 5pm to 8pm.
5. Change current permit structure and implement demand pricing for permit lots. Which focuses on employees in the Downtown BIA to increase usage in underused lots.
6. Create more curbed parking on streets surrounding BIA to increase walkability to the BIA core.
7. Future planning: Increase Lot rates, on and off-street parking rates during peak season months (6 months of the year)

AND THAT the comments referenced will be included in a report to be submitted to staff by March 20th, 2023, with supporting documentation.

Carried.

Adjournment

Moved by Cooper, seconded by Murray.

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 6:28 p.m.

M. Fredson
Chair.