

DOWNTOWN ORILLIA MANAGEMENT BOARD

Regular Meeting

Tuesday, March 21, 2023 - 5:30 p.m.

DMB Boardroom, Downtown Orillia Office

23 Mississauga Street West

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

A G E N D A

Page

Open Session

Chair – Michael Fredson

Call to Order

Approval of Agenda

Disclosure of Interest

Deputations

1. Ellen Wolper, Paper Kapers – re Communication and Advertising.

Minutes

1. February 21, 2023 – Regular Board Meeting.
2. March 13, 2023 – Special Board Meeting.

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 this Committee intends to hold a closed session meeting today in the DOMB Boardroom of the Downtown Orillia Office, to deal with matters pursuant to Section 239(2) (d) of the said Act (Personnel Matter(s))."

Closed Session Items

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

Motion to rise and report to Open Session

Open Session

Motions arising from Closed Session Discussions

Correspondence - Information Items

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

Correspondence - Action Items

None.

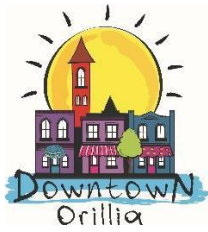
Reports

1. DMB Event & Marketing Coordinator – re 2023 Events.
2. DMB Manager – re Financial Report.
3. Doug Cooper, Director – re Parking Advisory Committee.
4. DMB Manager – re Chamber of Commerce.
5. Megan Murray, Director – re Transit Advisory Committee.

Date of Next Meeting

Tuesday April 18, 2023, at 5:30 pm at the Downtown Orillia Management Board Office Boardroom.

Adjournment



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

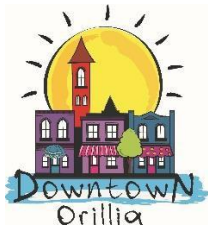
Moved by Cooper, seconded by Murray.

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 8:19 p.m.

M. Fredson
Chair.



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.



Office of the Mayor

T: 705-325-2447
F: 705-325-5178
✉ mayor@orillia.ca
🌐 orillia.ca
📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

February 28, 2023

Susan Borrer
Secretary
Comfie Cat Shelter

Sent via email to: info@comfiecatshelter.ca

Dear Susan Borrer:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the Comfie Cat Shelter are authorized to hold Tag Days on Friday, September 1, 2023, and Saturday, September 2, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Executive Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

Copy to: Downtown Orillia Management Board
Orillia Detachment - O.P.P.



CITY OF ORILLIA POLICY MANUAL

Part	1	General Government	1.10.3.1.
Section	10	Regulatory	
Sub-Section	3	Tag Days, Flags, Proclamations	
Policy	1	Tag Days	

Page 1 of 2

1. The Tag Day Policy shall be administered by the Clerk's Division. All actions and decisions of the Clerk's Division may be appealed to Council.
2. Tag Days shall be allowed every weekend.
3. Organizations will not be assigned more than one Tag Day weekend in any calendar year with the exception of the Salvation Army...and the Muskoka North Simcoe Unit of the Canadian Cancer Society (maximum of 2).
4. Tag Days shall be assigned on a first come first serve basis for the current year.
5. Applicants shall forward their request to the Mayor's office no later than 2 weeks prior to the event.
6. Applications shall not be considered prior to December 31 for Tag Days for the following year.
7. Subject to Clause (8) herein, Tag Days will be assigned as requested. If more than one organization has requested the same date and a compromise cannot be negotiated between the applicants, the dates shall be assigned to the organization that first requested the date.
8. Assigned Tag Days shall be deemed to include the Friday and Saturday.
9. Subject to receipt of a letter of application for tag days, the following tag days will be reserved for the following organizations each year:
 - i) **Cancer Society:**
The first Friday and Saturday of April each year be reserved as the regular tag day for the Canadian Cancer Society, unless Easter falls on that weekend in which case the tag day will be assigned to the weekend following.
 - ii) **Orillia & District Literacy Council Inc.:**
The first Friday and Saturday of May each year.
 - iii) **Multiple Sclerosis Society:**
The second Friday and Saturday in May (Mother's Day weekend).
 - iv) **Information Orillia**
The third Friday and Saturday in June.

CITY OF ORILLIA POLICY MANUAL

Part	1	General Government	1.10.3.1.
Section	10	Regulatory	
Sub-Section	3	Tag Days, Flags, Proclamations	
Policy	1	Tag Days	

Page 2 of 2

- v) **Orillia Branch of the Ontario Society for the Prevention of Cruelty to Animals:**
The second Friday and Saturday of August
- vi) **Scottish Festival Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday before the Scottish Festival in July (weekend immediately following Canada Day).
- vii) **99th Lynx Squadron, Royal Canadian Air Cadets:**
The third Friday and Saturday in October.
- viii) **Scouts Canada:**
The second Friday and Saturday in October (Thanksgiving Weekend).
- ix) **Poppy Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday of the weekend preceding Remembrance Day (November 11).
- x) **Salvation Army:**
The month of December for the Salvation Army Christmas Kettles.

THAT...the **Navy League of Canada, NLCC 199 Orillia** be authorized to tag more than one tag day weekend to a maximum of two, in any calendar year.

(R. 2009-252 09.10.05)
(R. 2009-331 09.11.30)
(R. 2010-93 10.03.29)
(R. 2011-28 11.01.31)
(R. 2013-279 13.09.16)
(R. 2015-38 15.02.09)
(R. 2016-31 16.02.08)
(R. 2016-73 16.04.25)
(R. 2018-159 18.08.16)
(R. 2019-94 19.05.06)
(R. 2021-97 21.07.19)



Office of the Mayor

T: 705-325-2447
F: 705-325-5178
✉ mayor@orillia.ca
🌐 orillia.ca
📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

February 27, 2023

Heather Warnaar
Fundraising Chair
Orillia Figure Skating Club

Sent via email to: ofscfundraising@gmail.com

Dear Heather Warnaar:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the Orillia Figure Skating Club are authorized to hold Tag Days on Friday, April 28, 2023, and Saturday, April 29, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Executive Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

Copy to: Downtown Orillia Management Board
Orillia Detachment - O.P.P.



CITY OF ORILLIA POLICY MANUAL

Part	1	General Government	1.10.3.1.
Section	10	Regulatory	
Sub-Section	3	Tag Days, Flags, Proclamations	
Policy	1	Tag Days	

Page 1 of 2

1. The Tag Day Policy shall be administered by the Clerk's Division. All actions and decisions of the Clerk's Division may be appealed to Council.
2. Tag Days shall be allowed every weekend.
3. Organizations will not be assigned more than one Tag Day weekend in any calendar year with the exception of the Salvation Army...and the Muskoka North Simcoe Unit of the Canadian Cancer Society (maximum of 2).
4. Tag Days shall be assigned on a first come first serve basis for the current year.
5. Applicants shall forward their request to the Mayor's office no later than 2 weeks prior to the event.
6. Applications shall not be considered prior to December 31 for Tag Days for the following year.
7. Subject to Clause (8) herein, Tag Days will be assigned as requested. If more than one organization has requested the same date and a compromise cannot be negotiated between the applicants, the dates shall be assigned to the organization that first requested the date.
8. Assigned Tag Days shall be deemed to include the Friday and Saturday.
9. Subject to receipt of a letter of application for tag days, the following tag days will be reserved for the following organizations each year:
 - i) **Cancer Society:**
The first Friday and Saturday of April each year be reserved as the regular tag day for the Canadian Cancer Society, unless Easter falls on that weekend in which case the tag day will be assigned to the weekend following.
 - ii) **Orillia & District Literacy Council Inc.:**
The first Friday and Saturday of May each year.
 - iii) **Multiple Sclerosis Society:**
The second Friday and Saturday in May (Mother's Day weekend).
 - iv) **Information Orillia**
The third Friday and Saturday in June.

CITY OF ORILLIA POLICY MANUAL

Part	1	General Government	1.10.3.1.
Section	10	Regulatory	
Sub-Section	3	Tag Days, Flags, Proclamations	
Policy	1	Tag Days	

Page 2 of 2

- v) **Orillia Branch of the Ontario Society for the Prevention of Cruelty to Animals:**
The second Friday and Saturday of August
- vi) **Scottish Festival Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday before the Scottish Festival in July (weekend immediately following Canada Day).
- vii) **99th Lynx Squadron, Royal Canadian Air Cadets:**
The third Friday and Saturday in October.
- viii) **Scouts Canada:**
The second Friday and Saturday in October (Thanksgiving Weekend).
- ix) **Poppy Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday of the weekend preceding Remembrance Day (November 11).
- x) **Salvation Army:**
The month of December for the Salvation Army Christmas Kettles.

THAT...the **Navy League of Canada, NLCC 199 Orillia** be authorized to tag more than one tag day weekend to a maximum of two, in any calendar year.

(R. 2009-252 09.10.05)
 (R. 2009-331 09.11.30)
 (R. 2010-93 10.03.29)
 (R. 2011-28 11.01.31)
 (R. 2013-279 13.09.16)
 (R. 2015-38 15.02.09)
 (R. 2016-31 16.02.08)
 (R. 2016-73 16.04.25)
 (R. 2018-159 18.08.16)
 (R. 2019-94 19.05.06)
 (R. 2021-97 21.07.19)



Office of the Mayor

T: 705-325-2447
F: 705-325-5178
✉ mayor@orillia.ca
🌐 orillia.ca
📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

February 28, 2023

Lesley Doherty
Co-fundraising Chair
Orillia Minor Baseball Under 12

Sent via email to: les.doherty@gmail.com

Dear Lesley Doherty:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that Orillia Minor Baseball Under 12 are authorized to hold Tag Days on Friday, April 14, 2023, and Saturday, April 15, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Executive Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

Copy to: Downtown Orillia Management Board
Orillia Detachment - O.P.P.



CITY OF ORILLIA POLICY MANUAL

Part	1	General Government	1.10.3.1.
Section	10	Regulatory	
Sub-Section	3	Tag Days, Flags, Proclamations	
Policy	1	Tag Days	

Page 1 of 2

1. The Tag Day Policy shall be administered by the Clerk's Division. All actions and decisions of the Clerk's Division may be appealed to Council.
2. Tag Days shall be allowed every weekend.
3. Organizations will not be assigned more than one Tag Day weekend in any calendar year with the exception of the Salvation Army...and the Muskoka North Simcoe Unit of the Canadian Cancer Society (maximum of 2).
4. Tag Days shall be assigned on a first come first serve basis for the current year.
5. Applicants shall forward their request to the Mayor's office no later than 2 weeks prior to the event.
6. Applications shall not be considered prior to December 31 for Tag Days for the following year.
7. Subject to Clause (8) herein, Tag Days will be assigned as requested. If more than one organization has requested the same date and a compromise cannot be negotiated between the applicants, the dates shall be assigned to the organization that first requested the date.
8. Assigned Tag Days shall be deemed to include the Friday and Saturday.
9. Subject to receipt of a letter of application for tag days, the following tag days will be reserved for the following organizations each year:
 - i) **Cancer Society:**
The first Friday and Saturday of April each year be reserved as the regular tag day for the Canadian Cancer Society, unless Easter falls on that weekend in which case the tag day will be assigned to the weekend following.
 - ii) **Orillia & District Literacy Council Inc.:**
The first Friday and Saturday of May each year.
 - iii) **Multiple Sclerosis Society:**
The second Friday and Saturday in May (Mother's Day weekend).
 - iv) **Information Orillia**
The third Friday and Saturday in June.

CITY OF ORILLIA POLICY MANUAL

Part	1	General Government	1.10.3.1.
Section	10	Regulatory	
Sub-Section	3	Tag Days, Flags, Proclamations	
Policy	1	Tag Days	

Page 2 of 2

- v) **Orillia Branch of the Ontario Society for the Prevention of Cruelty to Animals:**
The second Friday and Saturday of August
- vi) **Scottish Festival Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday before the Scottish Festival in July (weekend immediately following Canada Day).
- vii) **99th Lynx Squadron, Royal Canadian Air Cadets:**
The third Friday and Saturday in October.
- viii) **Scouts Canada:**
The second Friday and Saturday in October (Thanksgiving Weekend).
- ix) **Poppy Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday of the weekend preceding Remembrance Day (November 11).
- x) **Salvation Army:**
The month of December for the Salvation Army Christmas Kettles.

THAT...the **Navy League of Canada, NLCC 199 Orillia** be authorized to tag more than one tag day weekend to a maximum of two, in any calendar year.

(R. 2009-252 09.10.05)
 (R. 2009-331 09.11.30)
 (R. 2010-93 10.03.29)
 (R. 2011-28 11.01.31)
 (R. 2013-279 13.09.16)
 (R. 2015-38 15.02.09)
 (R. 2016-31 16.02.08)
 (R. 2016-73 16.04.25)
 (R. 2018-159 18.08.16)
 (R. 2019-94 19.05.06)
 (R. 2021-97 21.07.19)



Office of the Mayor

T: 705-325-2447
F: 705-325-5178
✉ mayor@orillia.ca
🌐 orillia.ca
📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

February 28, 2023

Jenny Marsden
NLCC Orillia Branch Treasurer
Orillia Navy League of Canada (NLCC 199)

Sent via email to: orillianavyleaguetreasurer@gmail.com

Dear Jenny Marsden:

Re: 2023 Tag Days

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the Orillia Navy League of Canada (NLCC 199) are authorized to hold Tag Days on Friday, April 21, 2023, and Saturday, April 22, 2023 as well as Friday, September 15, 2023, and Saturday, September 16, 2023.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Executive Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

Copy to: Downtown Orillia Management Board
Orillia Detachment - O.P.P.



CITY OF ORILLIA POLICY MANUAL

Part	1	General Government	1.10.3.1.
Section	10	Regulatory	
Sub-Section	3	Tag Days, Flags, Proclamations	
Policy	1	Tag Days	

Page 1 of 2

1. The Tag Day Policy shall be administered by the Clerk's Division. All actions and decisions of the Clerk's Division may be appealed to Council.
2. Tag Days shall be allowed every weekend.
3. Organizations will not be assigned more than one Tag Day weekend in any calendar year with the exception of the Salvation Army...and the Muskoka North Simcoe Unit of the Canadian Cancer Society (maximum of 2).
4. Tag Days shall be assigned on a first come first serve basis for the current year.
5. Applicants shall forward their request to the Mayor's office no later than 2 weeks prior to the event.
6. Applications shall not be considered prior to December 31 for Tag Days for the following year.
7. Subject to Clause (8) herein, Tag Days will be assigned as requested. If more than one organization has requested the same date and a compromise cannot be negotiated between the applicants, the dates shall be assigned to the organization that first requested the date.
8. Assigned Tag Days shall be deemed to include the Friday and Saturday.
9. Subject to receipt of a letter of application for tag days, the following tag days will be reserved for the following organizations each year:
 - i) **Cancer Society:**
The first Friday and Saturday of April each year be reserved as the regular tag day for the Canadian Cancer Society, unless Easter falls on that weekend in which case the tag day will be assigned to the weekend following.
 - ii) **Orillia & District Literacy Council Inc.:**
The first Friday and Saturday of May each year.
 - iii) **Multiple Sclerosis Society:**
The second Friday and Saturday in May (Mother's Day weekend).
 - iv) **Information Orillia**
The third Friday and Saturday in June.

CITY OF ORILLIA POLICY MANUAL

Part	1	General Government	1.10.3.1.
Section	10	Regulatory	
Sub-Section	3	Tag Days, Flags, Proclamations	
Policy	1	Tag Days	

Page 2 of 2

- v) **Orillia Branch of the Ontario Society for the Prevention of Cruelty to Animals:**
The second Friday and Saturday of August
- vi) **Scottish Festival Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday before the Scottish Festival in July (weekend immediately following Canada Day).
- vii) **99th Lynx Squadron, Royal Canadian Air Cadets:**
The third Friday and Saturday in October.
- viii) **Scouts Canada:**
The second Friday and Saturday in October (Thanksgiving Weekend).
- ix) **Poppy Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday of the weekend preceding Remembrance Day (November 11).
- x) **Salvation Army:**
The month of December for the Salvation Army Christmas Kettles.

THAT...the **Navy League of Canada, NLCC 199 Orillia** be authorized to tag more than one tag day weekend to a maximum of two, in any calendar year.

(R. 2009-252 09.10.05)
(R. 2009-331 09.11.30)
(R. 2010-93 10.03.29)
(R. 2011-28 11.01.31)
(R. 2013-279 13.09.16)
(R. 2015-38 15.02.09)
(R. 2016-31 16.02.08)
(R. 2016-73 16.04.25)
(R. 2018-159 18.08.16)
(R. 2019-94 19.05.06)
(R. 2021-97 21.07.19)

Reports

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

Recommendation

I.

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

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

AND THAT staff be directed to send out proposed event plan to membership with the disclaimer that events are subject to change until Road closures and cost of Parking are confirmed and approved”

II. “THAT the See You on the Patio Program relaunch on June 30th 2023;

- AND THAT the scheduled road closures occur on three blocks - Mississauga between Albert and West, Mississauga between Peter and Matchedash, and Peter Street South only;

AND THAT the See You on the Patio Program close the entire street on the Friday night(s) before Downtown events;

AND THAT the road closures for the See You on the Patio Program begin at 6pm;

AND THAT the road closures will occur on both Friday and Saturday nights from June 30th until September 2nd 2023;

AND THAT the Downtown Orillia Management Board approve a reimbursement program for merchants hosting performers during the See You on the Patio Program.

2023 Events

Proposed Events

Pending approval from City on Road Closures, Parking Fees, and Board approval

1

New Event Model:

- Events will anchor on highlighting downtown businesses
- 2 events will remain larger closures, all others will be smaller 1-2 block closures with specific focus
- Moving away from generic sidewalk sales
- Year-round events vs only summer events
- We have increased partnerships with Arts Orillia, Chamber of Commerce, City of Orillia and the Orillia Public Library
 - We will be incorporating Chamber Events with Downtown events
- Events have increased from 6 to 17 with more partnerships happening throughout the year
- We have rebranded and once Council approves our name change to the Downtown Orillia- BIA
- We have already met with media, and have let them know of changes this year with a new name and events

DOWNTOWN ORILLIA

BIA Event Schedule 2023

Great Easter Egg Hunt	APRIL 8
Roots North Music Festival	APRIL 20 - 23
Mother's Day Sidewalk Sale	MAY 13
Vintage Market	MAY 18
Celebrate You!	JUNE 17
Sweet Summer	JUNE 24
Mariposa Folk Festival	JULY 7, 8
Merchants & Makers	JULY 22
Cinema in the Courtyard	JULY 26
Classic Car Show	AUGUST 19
Cinema in the Courtyard	AUGUST 23
See You On The Patio	TBD
Fiction Fest: Fantasy Edition	SEPTEMBER 9
Ladies Night	SEPTEMBER 16
Candlelight Parade	NOVEMBER 17
Black Friday	NOVEMBER 24
Winter Markets	DECEMBER 1, 8

f downtownorillia i downtownorillia

2

Road Closure Requests

- Road closures will be submitted for review to council by March 28 for scheduled council meeting
- Working with transit/parking to confirm if parking fees will be applied to our closures
 - If so it could impact our closures
- SYOTP closure request to be submitted after board decision on event
- Christmas market closure has not been included as level of participation will dictate if its one block or more

Event Dates, Times & Street Closures 2023

Vintage Market - Thursday May 18, 2023

Time: 3:00pm – 8:00pm

Streets to be closed:

- Mississauga Street E from Peter Street to Matchedash Street
- Mississauga Street E from Matchedash Street to Front Street

Celebrate You- Inclusive Market and Music event (celebrate Indigenous culture, Pride Month, and an overall celebration of YOU)

Time :10-4pm

Streets to be closed:

- Mississauga Street W from Albert Street to Andrew Street
- Mississauga Street W from Andrew Street to West Street

Sweet Summer - Saturday June 24, 2023 – Dessert Competition (4 categories)

Time: 10am – 4pm

Streets to be closed:

- Mississauga Street E from West Street to Peter Street

Mariposa Folk Festival - Friday, July 7, 2023

Time: 7:00am – 11:59pm

Streets to be closed:

- Mississauga Street E from Peter Street to the west side of Municipal Lot #5

Mariposa Folk Festival - Saturday, July 8, 2023

Time: 12:00am – 6:00pm

Streets to be closed:

- Mississauga Street E from Peter Street to the west side of Municipal Lot #5

Merchants & Makers - Saturday, July 22, 2023 (this event street closure could be decreased- its based on participation)

Time: 8:00am – 11:59pm

Streets to be closed:

- Mississauga Street from Albert Street to Andrew Street
- Mississauga Street from Andrew to West
- Mississauga Street from West Street to Peter Street
- Mississauga Street from Peter Street to Matchedash Street
- Mississauga Street from Matchedash Street to Front Street
- Peter Street South from Mississauga Street to Colborne Street

Car Show - Saturday August 19, 2023

Time: 12:00am to 6:30pm

Streets to be closed:

- Mississauga Street from Front Street to Albert Street,
- Peter Street from Colborne to Coldwater Road,
- Andrew Street from Municipal Lot #6 to Municipal Lot #7

3

SYOTP Recommendation

- That the program continue with modifications
- Over 730 surveys from the public asked for the program to return

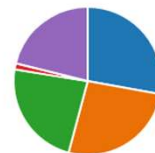
Recommendation:

- Close 3 blocks: Mississauga between Albert and West, Mississauga between Peter and Matchedash, and Peter Street South only
- Time: 6pm-11pm
- Dates: Friday and Saturday or if only one day is preferred Saturday at 5pm.
- Full street closures to occur before events, and Farmers market has agreed to come to middle block
- Funding will not be heavily dependant on membership fees, and program itself will be scaled back to adjust and fix the parts that were not effective in previous years
- Music will function like Roots North and Restaurants/retailers can contact us for Buskers/musicians to play, or can submit for partial or full reimbursement up to a set amount for music budget
- Restaurant and retail staff can be trained on closing streets to decrease strain on DOMB staff.
- Culture and Tourism department will partner to assist with Farmers market partnership as well as funding support

7. Would you like to see the following components of the program continue in 2023?

More Details

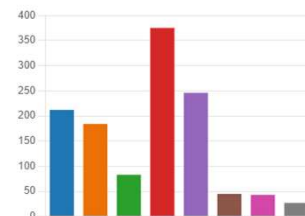
- Allowance of outdoor patios for... 682
- Entertainment during the downt... 645
- Inclusion of Orillia Farmers' Mar... 573
- I don't want to see the program... 32
- Weekly road closures 518



3. If you would support a continuation of the program in 2023, would you prefer it to be (select all that apply):

More Details

- Friday 212
- Saturday 184
- Sunday 83
- Friday and Saturday 375
- Friday to Sunday 246
- Weekday 45
- I would support a patio progra... 43
- I would not support the progra... 27



4

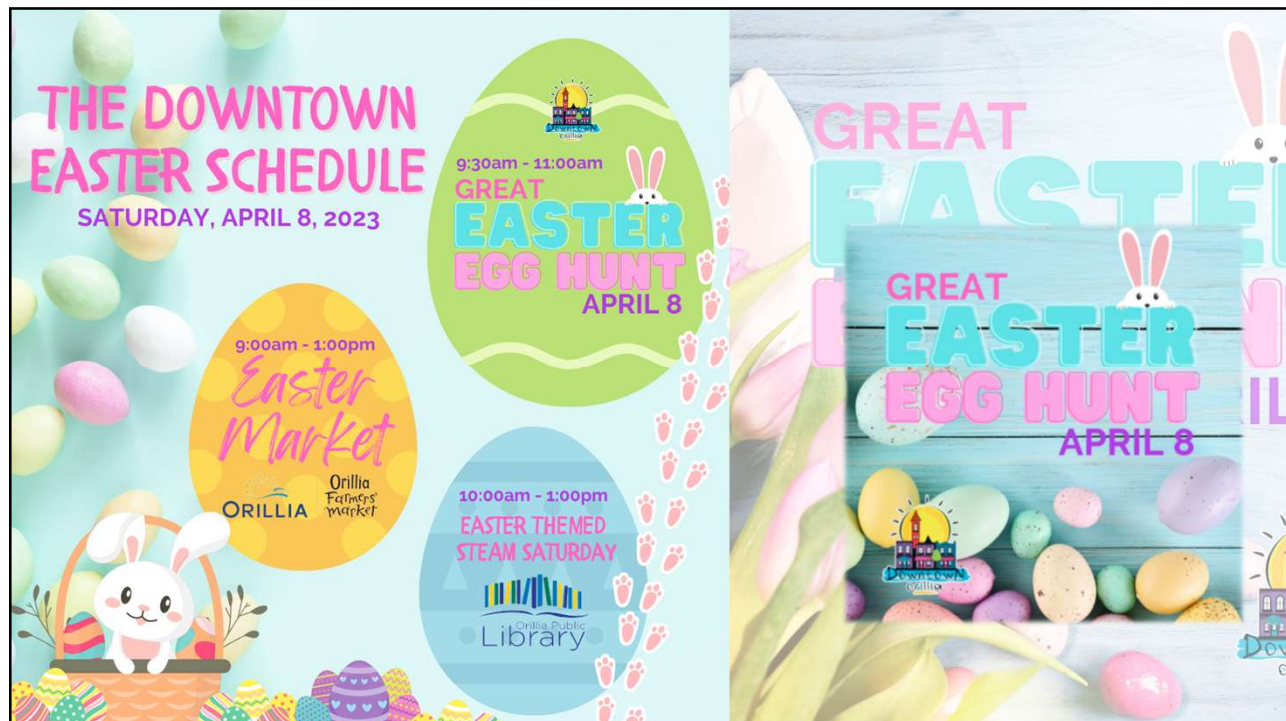
2023 Events

- New Events
- New approach to marketing
- Increased partnerships and itineraries for guests and families
- Increased services offered to merchants
- New advertising posters and digital images to help bring in new visitors to the downtown

SEE NEXT SLIDES FOR NEW AND REVAMPED EVENTS

Mother's Day Sidewalk Sale	MAY 13
Vintage Market	MAY 18
Celebrate You!	JUNE 17
Sweet Summer	JUNE 24
Mariposa Folk Festival	JULY 7, 8
Merchants & Makers	JULY 22
Cinema in the Courtyard	JULY 26
Classic Car Show	AUGUST 19
Cinema in the Courtyard	AUGUST 23
See You On The Patio	TBD
Fiction Fest: Fantasy Edition	SEPTEMBER 9

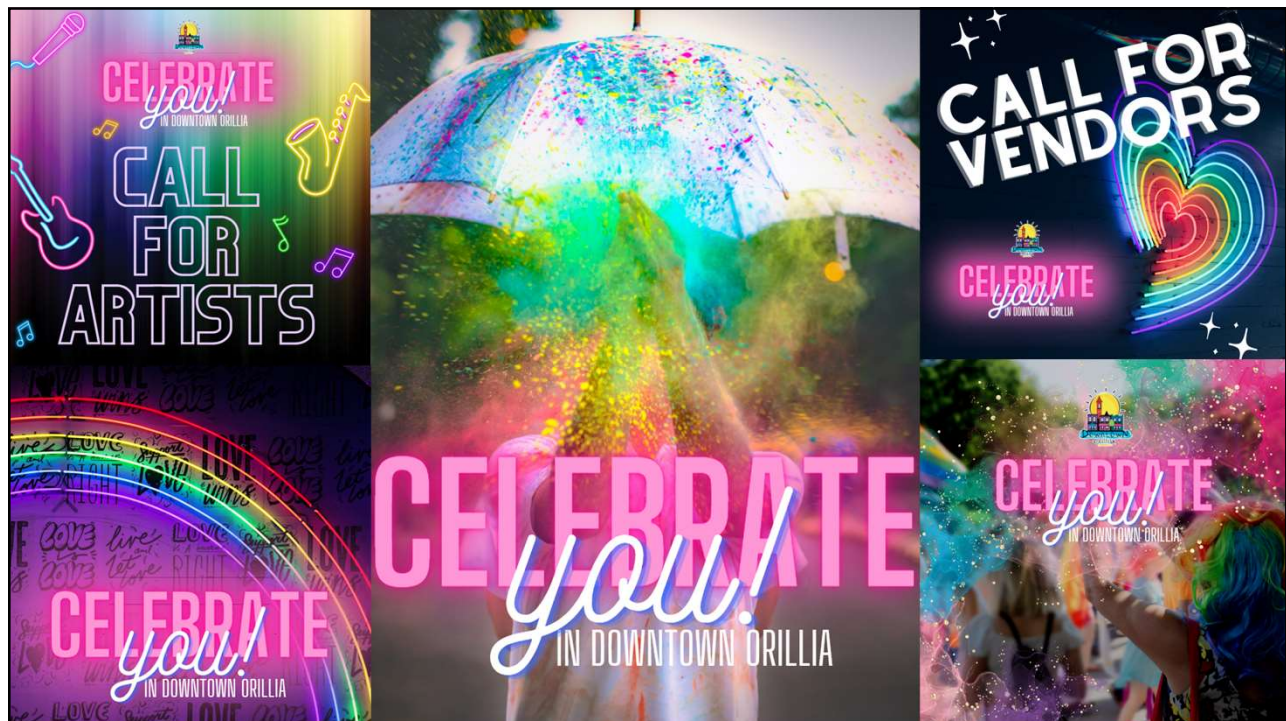
5



6



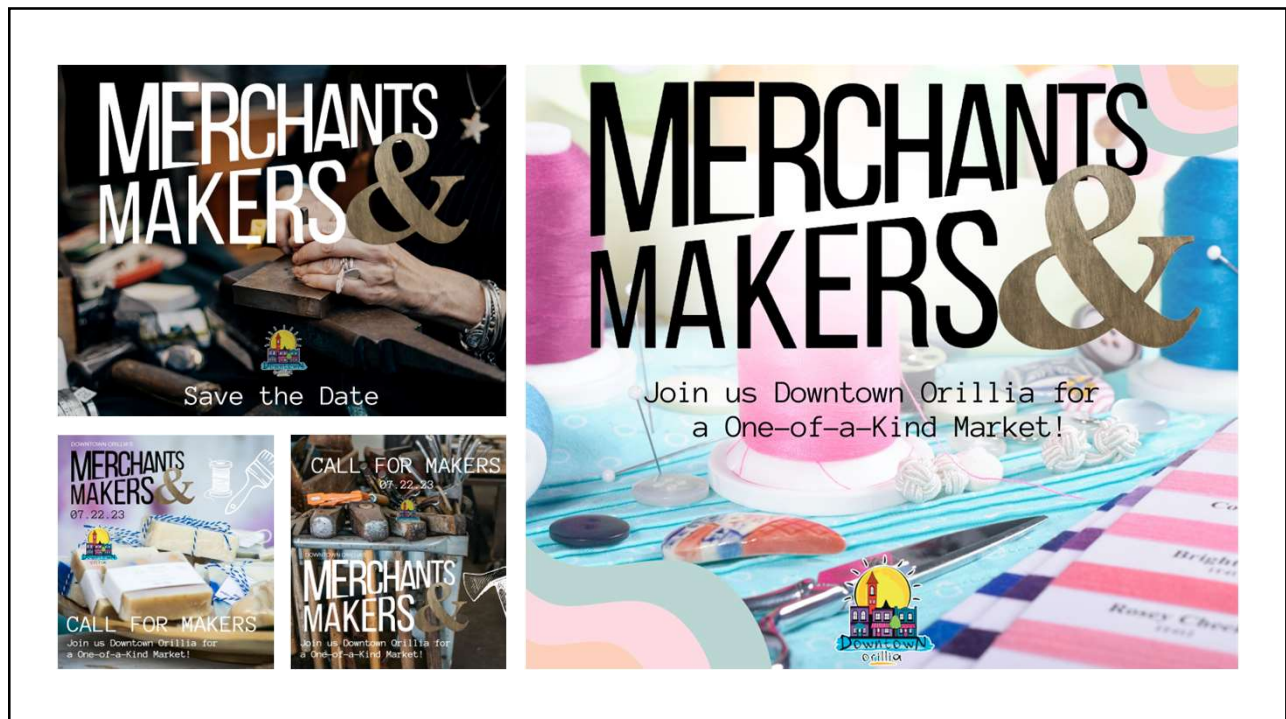
7



8



9



10



11

Downtown Orillia BIA Presents:
 September 16 2023
Ladies Night
 Join us for a spectacular indoor fashion show, door crasher prizes, a special first look presentation, tarot card reading, street performances, music, food and curated art pieces featured in many of our unique shops

12

2. DMB Manager, Dina Hawker - Financial Report

Recommendation

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

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

*spreadsheet error updated chart will be sent out Monday

3. Director, Doug Cooper – Parking Advisory Committee

“THAT the Parking Advisory Committee Update be received.”

4. DMB Manager – Chamber of Commerce

“THAT the Chamber of Commerce update be received.”

5. Director, Megan Murray – Transit Advisory Committee

“THAT the Transit Advisory Committee update be received.”