



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the Regular Meeting of the Downtown Orillia Management Board, April 18, 2023 at 5:30 p.m.

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

Absent: Kaylea McCarron, Director
Stevie Baker, Director
Jeff Gilbert, Vice Chair

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 5:35 pm

Approval of Agenda

Moved by Campbell, seconded by Cooper:

THAT the agenda for the Downtown Orillia Management Board meeting held on April 18, 2023, be approved as distributed.

Carried.

Disclosure of Interest

None.

Deputations

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

Moved by Cooper seconded by Murray:

THAT the Downtown Orillia Management Board receive the deputation from Ellen Wolper – re Communication, Parking, and Advertising.

Carried.

Minutes

1. March 21, 2023 – Board Meeting Minutes.

Moved by Campbell seconded by Cooper:

THAT the minutes of the Downtown Orillia Management Board meeting held on March 21, 2023, be adopted, with having been printed and distributed.

Carried.

Closed Session

There are no closed session items.

Motion to Rise to Open Session

Moved by Murray, seconded by Cooper:

THAT the Downtown Orillia Management Board rise and report to Open Session.

Carried.

Correspondence - Information Items

1. Corporate Services Department, Clerks Division – re Request for street closure regarding the Vintage Market event, May 27, 2023

Moved by Cooper, seconded by McDonell:

THAT the correspondence information item from the Corporate Services Department, Clerks Division – re Request for street closure regarding the Vintage Market event, May 27, 2023, be received as information.

Carried.

2. Corporate Services Department, Clerks Division – re Request for street closure regarding the Celebrate You event, June 17, 2023.

Moved by Cooper, seconded by Campbell:

THAT the correspondence information item from the Corporate Services Department, Clerks Division – re Request for street closure regarding the Celebrate You event, June 17, 2023, be received as information.

Carried.

3. Corporate Services Department, Clerks Division – re Request for street

closure regarding the Sweet Summer event, June 24, 2023.

Moved by MacDonell, seconded by Cooper:

THAT the correspondence information item from the Corporate Services Department, Clerks Division – re Request for street closure regarding the Sweet Summer event, June 24, 2023, be received as information.

Carried.

Correspondence - Action Items

None.

Reports

1. DMB Manager – re Financial Report.

Moved by French, seconded by Cooper:

THAT the financial report dated April 18, 2023, for the period of March 21, 2023 to April 18, 2023, be received;

AND THAT staff be authorized to proceed with payments in the amount of \$2038.72 from the 2023 DMB Budget.

Carried.

2. DMB Manager – re Seagulls and Wildlife Services

Moved by Cooper, seconded by Murray:

THAT the Seagulls and Wildlife Services report be received;

AND THAT the Downtown Orillia Management Board allocate an additional \$5700.00 to GL 9-98-98-002-00982-71000 DOMB ADM DOMB WLDF CONTRACTS which currently has a 2023 budget of \$4300.00;

AND THAT the funding will be transferred from the Reserve carry over from 2022;

AND THAT staff proceed with Royal Canadian Falconry with a budget of \$10,000.00.

AND THAT staff proceed to work with Legislative Services for the enforcement of roof maintenance throughout the downtown.

Carried.

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

Moved by Cooper, seconded by Murray:

THAT the 2023 Downtown Orillia Events and Marketing Engagement report be received;

AND THAT staff be directed to proceed with soft launching the new downtown logo after the DOBIA name is reviewed by Council on May 1st, 2023;

AND THAT staff be directed to make the following modifications, if required, to the new Orillia BIA logo:

- B be outlines with no fill
- Outline of wave is blue, fill white (skiing)

Carried.

4. DMB Manager – re Heritage Sign Bylaws

Moved by MacDonell, seconded by Cooper.

THAT the Downtown Orillia Management Board review the Heritage Sign ByLaws;

AND THAT staff be directed to circulate a survey regarding the DSPA bylaws with the following questions:

- I. Have you opened a business or upgraded your sign in the DSPA (Downtown Sign Permit Area) in the last five years?
- II. Was the Sign Application process confusing?
- III. How long did the Sign process take to complete? (from application submission to Permit approval)
- IV. Did you know where to find the information (i.e. sign application, department contact information etc.)
- V. Did the cost of your sign increase because of the Signage Bylaw requirements?

Carried.

5. Director, Doug Cooper – re Parking Advisory Committee

Moved by MacDonell, seconded by Murray:

THAT the Parking Advisory Committee Update be received.

Carried.

6. Director, Megan Murray- re Transit Advisory Committee.

Moved by MacDonell, seconded by French:

THAT the Transit Advisory Committee Update be received.

Carried.

Adjournment

Moved by Cooper, seconded by MacDonell.

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:14 p.m.

M. Fredson

Chair.