

DOWNTOWN ORILLIA MANAGEMENT BOARD

Special Board Meeting

June 29, 2023 – 6:00 p.m.

DMB Boardroom, Downtown Orillia Office

23 Mississaga Street West

(Accessible Entrance is Located at the Front Entrance off Mississaga Street)

A G E N D A

Page

Open Session

Chair – Michael Fredson

Call to Order

Approval of Agenda

Disclosure of Interest

Deputations

None.

Minutes

None.

Closed Session

There are no Closed Session items for this meeting.

Correspondence - Information Items

None.

Correspondence - Action Items

None.

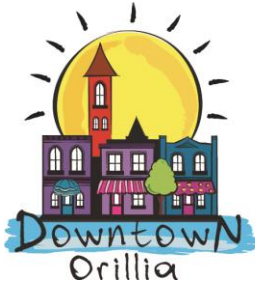
Reports

1. Chair, Michael Fredson – re Events and Communications.

Date of Next Meeting

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

Adjournment



Sweet Summer Event Breakdown Timeline and Details

Thursday June 29th, 2023

Friday June 16th

- Sweet Summer Festival reminder emails were deployed to existing participant base of 46 eligible vendors and merchants that had signed up to participate.
- Of those 46 participants, 3 were Community Partnerships, 3 were Outside Vendors, 15 were Downtown Merchants, and 25 were Food Vendors.

Monday June 19th

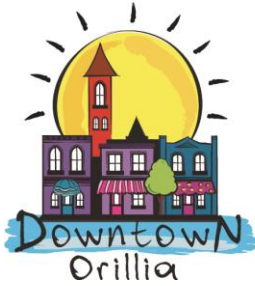
- 1 Food Vendor dropped out citing scheduling conflicts.
- As of Monday June 19th, the Sweet Summer Festival had 45 eligible vendors and merchants signed up to participate.

Tuesday June 20th

- The weather forecast across multiple weather platforms began predicting adverse weather conditions for the event date, including predictions of humidity, thunderstorms, and lightning.
- Various vendors and merchants began to express concerns regarding their participation in the Sweet Summer Festival based on projected weather conditions.
- 1 Food Vendor dropped out citing projected adverse weather conditions.
- As of Tuesday June 20th, the Sweet Summer Festival had 44 eligible vendors and merchants signed up to participate.

Wednesday June 21st

- Sweet Summer Festival placement emails were deployed to existing participant base of 44 eligible vendors and merchants that had signed up to participate.
- The weather forecast across multiple weather platforms continued to predict greater chances of adverse weather conditions for the event date, including predictions of humidity, thunderstorms, and lightning.
- Following receiving this email, 4 Food Vendors and 1 Downtown Merchants dropped out citing projected adverse weather conditions and scheduling conflicts.
- As of Wednesday June 21st, the Sweet Summer Festival had 39 eligible vendors and merchants signed up to participate.



DOWNTOWN ORILLIA
MANAGEMENT BOARD
23 Mississaga Street W. 2nd Floor
Orillia, Ontario L3V 3A5

P 705 325 3261
e office@downtownorillia.ca
w downtownorillia.ca

Thursday June 22nd

- The weather forecast across multiple weather platforms continued to predict greater chances of adverse weather conditions for the event date, including predictions of humidity, thunderstorms, and lightning.
- The office began receiving concerns from vendors via phone and email regarding projected adverse weather conditions and their impact on the nature of their products.
- 1 Food Vendor and 2 Downtown Merchants dropped out citing projected adverse weather conditions and scheduling conflicts.
- As of Thursday June 22nd, the Sweet Summer Festival had 36 eligible vendors and merchants signed up to participate.

Friday June 23rd

- The weather forecast across multiple weather platforms predicted greater chances of adverse weather conditions for the event date, including predictions of humidity, thunderstorms, and lightning. The anticipated time range for such conditions also began to span the beginning of the event.
- Vendors continued to express further concerns about participation in the festival considering projected weather conditions.
- 1 Food Vendor, 1 Outside Vendor, and 2 Downtown Merchants dropped out citing projected adverse weather conditions.
- To better anticipate participation turnout for the event, the office deployed an email Friday evening requesting confirmation of vendor and merchant participation in the Sweet Summer event in light of anticipated weather conditions, citing that the office would be in contact the next morning to confirm if the event could proceed.
- As of Friday June 23rd at the time of email deployment, the Sweet Summer Festival had 32 eligible vendors and merchants signed up to participate.

Saturday June 24th

- At around 7:00am, the projected weather conditions had improved slightly, but were still projecting high humidity, rainfall, thunderstorms, and lightning across multiple platforms spanning the duration of the event.
- The office also received notice around this time of power instability and widespread debit outages in the downtown core that would impact the event space and our vendors relying on power to maintain their products.



DOWNTOWN ORILLIA
MANAGEMENT BOARD
23 Mississaga Street W. 2nd Floor
Orillia, Ontario L3V 3A5

P 705 325 3261
e office@downtownorillia.ca
w downtownorillia.ca

- **Our entire projected entertainment roster for the morning withdrew their participation early Saturday morning due to projected adverse weather conditions.**
- Our slated entertainment for families withdrew their participation due to lack of accommodations for projected adverse weather conditions and concerns over lack of attendance from the community.
- The office requires all attendees to provide a certificate of insurance to be on the street for any event, especially in potentially harmful conditions such as those forecasted. These certificates needed to be provided prior to the event start to legally be a participant and vend on the street.
- The office deployed an email around 7:00am asking for final confirmation of vendors planning to attend the Sweet Summer Festival given the circumstances concerning weather forecasted and power instability.
- Prior to this email, based on provision of required documents and payments to secure legal participation and communication with staff, the Sweet Summer Festival had 16 eligible vendors and merchants signed up to participate.
- As of Saturday June 24th at 7:30am, following the deployment of this confirmation email, the Sweet Summer Festival had 8 eligible vendors and merchants signed up to participate.
- Of the 8 eligible vendors and merchants signed up to participate, 3 required power that we could not guarantee would remain stable for the duration of the event. As such, based on accommodations that were logistically possible to provide amid power outages and projected weather forecasts that translated into thunderstorms and lightning as well as severe weather watches later that day, the Sweet Summer Festival had 5 eligible vendors and merchants signed up to participate. Of this number, only 1 was a downtown merchant.