

DOWNTOWN ORILLIA MANAGEMENT BOARD

Regular Board Meeting

July 18, 2023 – 5:30 p.m.

DMB Boardroom, Downtown Orillia Office

23 Mississaga Street West

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

AGENDA

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Open Session

Chair – Michael Fredson

Call to Order

Approval of Agenda

Disclosure of Interest

Deputations

1. Dawn Nita – re Quarterly Meetings with Membership.

Minutes

1. May 16, 2023 – Regular Board Meeting.
2. June 29, 2023 – Special Board Meeting.

Closed Session

There are no Closed Session items for this meeting.

Correspondence - Information Items

None.

Correspondence - Action Items

None.

Reports

1. DMB Manager – re Financial Report.
2. Events and Marketing Specialist – re Events and Marketing.
3. DMB Manager – re Crime Prevention.
4. Director, Doug Cooper – re Staff Parking.

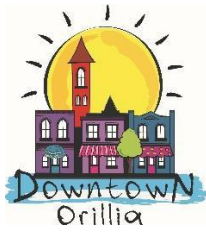
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5. DMB Manager – re Communications.
6. DMB Manager – re Sidewalk Maintenance.
7. DMB Manager – re Busker Program.

Date of Next Meeting

Tuesday August 15, 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, May 16, 2023 at 5:30 p.m.

Present: Michael Fredson, Chair
Doug Cooper, Treasurer
Megan Murray, Director
Darcy Macdonell, Director
Jenna French, Director
Jeff Gilbert, Vice Chair
Kaylea McCarron, Director

Absent: Councillor David Campbell
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 5:42 pm

Approval of Agenda

Moved by Cooper, seconded by MacDonell:

THAT the agenda for the Downtown Orillia Management Board meeting held on May 16, 2023, be approved as distributed.

Carried.

Disclosure of Interest

None.

Deputations

None.

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. April 18, 2023 – Board Meeting Minutes.

Moved by Cooper seconded by MacDonell:

THAT the minutes of the Downtown Orillia Management Board meeting held on April 18, 2023, be adopted, with having been printed and distributed.

Carried.

Closed Session

There are no closed session items.

Correspondence - Information Items

1. Corporate Services Department, Clerks Division – re Request for street closure regarding the Fiction Fest event, Sept 9, 2023

Moved by Cooper, seconded by Gilbert:

“THAT the correspondence information item from the Corporate Services Department, Clerks Division – re Request for street closure regarding the Fiction Fest event, Sept 9, 2023 be received as information.”

2. Corporate Services Department, Clerks Division – re Request for street closure regarding the See You On the Patio event, June 30, 2023- Sept 2,2023.

Moved by French, seconded by Cooper:

“THAT the correspondence information item from the Corporate Services Department, Clerks Division – re Request for street closure regarding the See You On The Patio event, June 30, 2023 - September 2, 2023 be received as information.”

Carried.

3. Corporate Services Department, Clerks Division – re Request for street closure regarding the Candlelight Parade event, November 17, 2023.

Moved by MacDonell, seconded by Gilbert:

“THAT the correspondence information item from the Corporate Services Department, Clerks Division – re Request for street closure regarding the Candlelight Parade and Tree Lighting event, November 17, 2023 be received as information.”

Carried.

4. Corporate Services Department, Clerks Division – re Request for street closure regarding the Mariposa Folk Festival event on July 7 & 8, 2023.

Moved by Cooper, seconded by Murray:

“THAT the correspondence information item from the Corporate Services Department, Clerks Division – re Request for street closure regarding the Mariposa Folk Festival event, July 7 & 8, 2023 be received as information.”

Carried.

5. Corporate Services Department, Clerks Division – re Request for street closure regarding the Merchants and Makers event on July 22, 2023.

Moved by MacDonell, seconded by Gilbert:

“THAT the correspondence information item from the Corporate Services Department, Clerks Division – re Request for street closure regarding the Merchants and Makers Market event, July 22, 2023, be received as information.”

Carried.

6. Corporate Services Department, Clerks Division – re Request for street closure regarding the Classic Car Show event on August 19, 2023.

Moved by Gilbert, seconded by Cooper:

“THAT the correspondence information item from the Corporate Services Department, Clerks Division – re Request for street closure regarding the Classic Car Show event, August 19, 2023, be received as information.”

Carried.

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

Moved by French, seconded by Murray:

“THAT the correspondence information item from the Office of the Mayor – re 2023 Tag Days be received as information.”

Carried.

Correspondence - Action Items

1. Corporate Services Department, Clerks Division – re Enquiry – On-Street

Metered Parking Spaces in the Downtown Core.

Moved by Cooper, seconded by French:

“THAT the Corporate Services Department, Clerks Division – re Enquiry – On-Street Metered Parking Spaces in the Downtown Core be received.”

Carried.

Reports

1. DMB Manager – re Financial Report.

Moved by Cooper, seconded by Gilbert:

“THAT the financial report dated May 16, 2023, for the period of April 18, 2023 to May 16, 2023, be received;

AND THAT staff be authorized to proceed with payments in the amount of \$7115.73 from the 2023 DMB Budget.”

Carried.

2. DMB Manager – re Falconer Report

Moved by French, seconded by Cooper:

“THAT the Falconer report be received.”

Carried.

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

Moved by Gilbert, seconded by MacDonell:

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

Carried.

4. Director, Doug Cooper – re Parking Advisory Committee

Moved by Murray, seconded by French.

“THAT the Parking Advisory Committee Update be received.”

Carried.

5. DMB Manager – re OPP Youth Week

Moved by Cooper, seconded by French:

“THAT the OPP Youth Week Update be received.”.

Carried.

6. Director, Megan Murray- re Downtown Tomorrow Plan Design.

Moved by Cooper, seconded by MacDonell:

“THAT the Downtown Tomorrow Plan Design Charette update be received.”

Carried.

Adjournment

Moved by Gilbert, seconded by French.

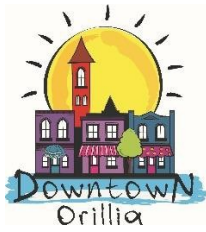
THAT the meeting be adjourned.

Carried.

Meeting adjourned – 6:38 p.m.

M. Fredson

Chair.



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the Special Meeting of the Downtown Orillia Management Board, June 29, 2023 at 6:00 p.m.

Present: Michael Fredson, Chair
Doug Cooper, Treasurer
Megan Murray, Director
Jeff Gilbert, Vice Chair
Kaylea McCarron, Director
Councillor David Campbell

Absent: Darcy Macdonell, Director
Jenna French, 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 6:03 pm

Approval of Agenda

Moved by Campbell, seconded by Gilbert:

“THAT the Downtown Orillia Management Board approve the agenda for the June 29, 2023 meeting.”

Carried.

Disclosure of Interest

None.

Deputations

None.

Minutes

None.

Closed Session

There are no closed session items.

Correspondence - Information Items

None.

Correspondence - Action Items

None.

Reports

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

Moved by Gilbert, seconded by Murray:

“THAT event cancellations will only occur if there is a severe weather warning issued by Environment Canada by 6:00am on the day of the event.”

Carried.

Moved by Fredson, seconded by Campbell:

“THAT the July 22nd Merchants & Makers event be opened up as a “garage sale” event and allow the public as vendors.”

Not Carried.

Moved by Murray, seconded by Gilbert:

“THAT the DOMB initiate a monthly meeting to allow members to come in for an open forum venue. It will consist of the office manager, the chair, and one or two other board members at most. This will occur on the Tuesday before the monthly agenda submission, with a schedule to be laid out at the beginning of each year;

AND THAT the DOMB will institute a suggestion/complaint part of the website that will be brought forward at every meeting to be discussed in the Correspondence Action Items section of our meeting;

AND THAT the DOMB will send out a newsletter that summarizes each monthly meeting bulletin to be distributed by email.”

Carried.

Adjournment

Moved by Campbell, seconded by Gilbert.

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 8:38 p.m.

M. Fredson
Chair.

DMB Staff and Committee Report
May 16, 2023

Reports

1. DMB Manager, Dina Hawker - Financial Report

Recommendation

“THAT the Financial Report dated July 18, 2023, for the period of May 16, 2023, to July 18, 2023, be received;

AND THAT staff be authorized to proceed with payments in the amount of \$6,456.56 from the 2023 DMB Budget.

Invoice From	Amount	Minus HST Discount	Purchase Description	Date	Account	Invoice #	P/O Number
Home Hardware	\$ 11.83	\$ 10.65	Winshield Washer Fluid	2023-05-16	GEN OFFICE SUPPLIES	374100	84903
Shell	\$ 80.00	\$ 72.04	Truck Gas	2023-05-12	GEN MTCE SERV VEHICL		M/C
Co-op Parking	\$ 240.00	\$ 216.13	2 Staff Parking Spaces	2023-05-19	GEN OFFICE SUPPLIES	695359	84904
Lake Country Office Solutions	\$ 57.66	\$ 51.92	Printer Lease	2023-05-24	GEN OFFICE SUPPLIES		M/C
Smartsheet	\$ 122.04	\$ 109.90	Dashboard/Forms annual subscription	2023-05-25	GEN OFFICE SUPPLIES		M/C
Instagram	\$ 113.00	\$ 101.76	Event Promotions	2023-05-28	GEN ADV PROMOTION		M/C
Instagram	\$ 2.26	\$ 2.04	Event Promotions	2023-05-31	GEN ADV PROMOTION		M/C
Microsoft Exchange	\$ 28.82	\$ 25.95	Office 365	2023-06-03	GEN LICENSE AND REG		M/C
Microsoft Exchange	\$ 36.16	\$ 32.56	Office 365	2023-06-02	GEN LICENSE AND REG		M/C
Georgian Bay Printers	\$ 138.61	\$ 124.82	Vintage Market Signs	2023-06-05	DOMB SDWLK MISC EXP	7915	84905
Village Media	\$ 565.00	\$ 508.80	OrilliaMatters Vintage Market Ads	2023-06-05	DOMB SDWLK MISC EXP	39268	84906
Canadian Tire Gas	\$ 85.00	\$ 76.55	Truck Gas	2023-06-06	GEN MTCE SERV VEHICL		M/C
Georgian Bay Printers	\$ 1,030.68	\$ 928.16	Barricade event banners	2023-06-12	GEN OFFICE SUPPLIES	7964	84907
Adobe	\$ 14.68	\$ 13.22	Subscription	2023-06-10	GEN LICENSE AND REG		M/C
Amazon	\$ 124.94	\$ 112.51	Sweet Summer Décor	2023-06-09	DOMB SDWLK MISC EXP		M/C
Amazon	\$ 21.07	\$ 18.97	Sweet Summer Décor	2023-06-09	DOMB SDWLK MISC EXP		M/C
Joe Watt Trophy	\$ 90.40	\$ 81.41	Trophies	2023-06-22	DOMB SDWLK MISC EXP	10564	84908
Bell Media INC	\$ 477.45	\$ 429.96	Summer Event Ads	2023-06-25	DOMB SDWLK MISC EXP	1855063-1	84909
Canadian Tire Gas	\$ 80.00	\$ 72.04	Truck Gas	2023-06-16	GEN MTCE SERV VEHICL		M/C
Instagram	\$ 113.00	\$ 101.76	Instagram event ads	2023-06-24	DOMB SDWLK MISC EXP		M/C
Lake Country Office Solutions	\$ 108.68	\$ 97.87	Printer Lease	2023-06-14	GEN OFFICE SUPPLIES		M/C
Orillia ProNet	\$ 33.84	\$ 30.47	Website Hosting	2023-06-12	GEN LICENSE AND REG		M/C
Canadian Tire	\$ 40.63	\$ 36.59	Supplies	2023-06-21	DOMB SDWLK MISC EXP		M/C
Canadian Tire	\$ 21.62	\$ 19.47	Batteries	2023-06-21	GEN OFFICE SUPPLIES		M/C
Canadian Tire	\$ 55.34	\$ 49.84	Supplies	2023-06-22	DOMB SDWLK MISC EXP		M/C
Amazon	\$ 119.35	\$ 107.48	Sweet Summer Décor	2023-06-20	DOMB SDWLK MISC EXP		M/C
Amazon	\$ 186.42	\$ 167.88	Machines	2023-06-16	DOMB SDWLK MISC EXP		M/C
Creative Nomad Studios	\$ 1,158.25	\$ 1,043.04	Office Lease & Shed Rent	2023-06-01	GEN LEASES PROP	998	80145
		\$ -					
TOTAL	\$ 5,156.73	\$ 2,917.36					

DMB Staff and Committee Report
 May 16, 2023

Invoice From	Amount	Minus HST Discount	Purchase Description	Date	Account	Invoice #	P/O Number
Creative Nomad Studios	\$ 1,158.25	\$ 1,043.04	Office Lease & Shed Rent	2023-07-01	GEN LEASES PROP	998	80145
Impression House	\$ 65.30	\$ 58.80	Mariposa Folk posters	2023-07-05	MFF ADV PROMOTION	30340	84910
Georgian Bay Printers	\$ 76.28	\$ 68.69	Mariposa Folk Stage Schedule	2023-07-12	MFF ADV PROMOTION	8035	84911
TOTAL	\$1,299.83	\$ 1,170.54					

2. DMB Events and Marketing Specialist – re Events and Marketing.

Comments/Background

- Verbal summary of summer event updates to be presented at meeting

Recommendation

“THAT the Events and Marketing Report be received.”

3. DMB Manager – re Crime Prevention.

Comments/Background:

There have been ongoing discussions with the Community Mobilization regarding safety downtown and potential prevention methods, below is one suggestion:

CCTV Cameras- CCTV Camera Grant

The Ontario CCTV Grant program is part of the province's [Guns, Gangs, and Violence Reduction Strategy](#). Projects funded through the grant, which will help deter criminal activity and improve public safety, build on a recent [provincial investment of \\$75.1 million](#) to support initiatives including a multi-jurisdictional gun and gang specialized prosecution unit and the Office of Illicit Drug Intelligence. To date, approximately \$187 million has been invested to combat guns and gangs in Ontario.

“Securing the funds provided by the province through the CCTV Grant will allow us to work with the City to upgrade and modernize the traffic camera infrastructure in the city of Windsor while significantly expanding the number of intersections covered by the cameras,” said Windsor Police Chief Pamela Mizuno. “The technology of the new cameras will provide high-quality video captures which, in turn, will result in access to an increased amount of valuable video evidence for our investigators. We are confident that this technology will have a positive impact on public safety and are grateful for the province’s ongoing commitment to guns, gangs and violence reduction.”

Quick Facts

- The [Ontario CCTV Grant program](#) is intended to help with the purchase of CCTV cameras, associated supplies and software as well as installation costs.
- The grant funding covers 50 per cent of project costs up to a maximum of \$200,000 for each successful project.
- All municipal and First Nations police services, as well as the Ontario Provincial Police are eligible to apply for funding.

<https://news.ontario.ca/en/release/57946/ontario-expanding-closed-circuit-television-coverage-to-keep-communities-safe>

Info Session for Membership

CMU has offered to come speak to the membership regarding calls for service and updates stats on downtown crime and calls for service.

- Ongoing calls made to the DOMB office to contact police on behalf of business owners

- Many stores will not call the police and instead ask that the office staff do so, which creates difficulties for the staff and the authorities involved.

Recommendation

“THAT the DOMB proceed with working with the CMU to host an Info Session for the Membership;

AND THAT the DOMB Staff proceed to research and report on the cost and grant process for CCTV camera installations downtown.”

4. Director, Doug Cooper – Staff Parking Lots

Comments/Background

The DOMB recommended staff parking lots for downtown merchants on behalf of their staff in our comments to Council regarding Downtown Parking Rate Increases.

- Assigning designated lots with passes will help downtown by filling underused lots
- Staff will have centralized spaces to walk back to together
- It will allow businesses owners to purchase passes that can be shared and reduce financial hardship to employees
- Will assist with staff retention

Recommendation

“THAT the DOMB staff bring forward a deputation to council to request designated BIA Business parking lot passes.”

5. DMB Manager –Communications

Comments/Background

- Membership have voiced concern over the turnaround time for email responses
- Request by membership for direct communication with Board members
- New comment box is live on website, two responses have recorded thus far.
- Drop in schedule approved in special board meeting requires Board members to sign up so it can be posted on website

Staff Harassment Policy

- DOMB staff is currently dealing with unwelcome verbal, and written communications

- Staff would like to implement a harassment policy to be presented to the membership.
- An example of a BIA harassment policy: <https://torontojunction.ca/the-junction-bia-anti-harassment-bullying-and-violence-policy>

Recommendations

- I. “THAT the DOMB create a general email address for the Board;
AND THAT the procedure outline below be followed for reviewing and replying to the emails received:”
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- II. “THAT the DOMB will finalize the drop in schedule for the Summer so that the DOMB Staff can proceed with notifying the membership and posting the schedule on our website”
- III. “THAT the DOMB create and publish an Anti-Harassment, Bullying, and Violence Policy”

6. DMB Manager – Sidewalk Maintenance

Comments/Background

- Office staff has been receiving complaints regarding the state of our sidewalks downtown.
- The issues has been discussed by the DOMB manager with the Mayor.
- The staff is looking for suggestions from the Board with how to proceed with addressing this ongoing issue.

“THAT the DOMB staff research methods for sidewalk repair and report back any quotes, repairs or maintenance strategies.”

7. DMB Manager- Busker Program

Comments/Background

- Staff has not renewed one permit due to complaints.
- Currently, there is no appeal process, if a Busker would like to appeal a decision to revoke a license, the staff would require direction from the Board on how to proceed.

DMB Staff and Committee Report
May 16, 2023

- Program should be reviewed and revised
- Many complaints have been received from merchants regarding program, and the disruption it causes to their businesses