

DOWNTOWN ORILLIA MANAGEMENT BOARD

Regular Board Meeting

August 15, 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)

A G E N D A

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Open Session

Chair – Michael Fredson

Call to Order

Approval of Agenda

Disclosure of Interest

Deputations

None.

Minutes

1. July 18, 2023 – Regular 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 Membership Feedback.
4. Director, Megan Murray – re Transit Committee.
5. DMB Manager – re Code of Conduct.

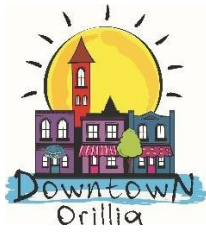
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6. DMB Manager – re 2024 Budget.

Date of Next Meeting

Tuesday September 19, 2023, at 5:30 pm at the Downtown Orillia Management Board Office Boardroom.

Adjournment



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

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

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

Absent: Kaylea McCarron, Director
Stevie Baker, Director
Samantha Yandt, Events & Marketing Coordinator

Also Present: Dina Tzirakos-Hawker, Manager

Open Session

Chair – Michael Fredson

Call to Order

The meeting was called to order at 5:42 pm

Approval of Agenda

Moved by Campbell, seconded by Cooper:

“THAT the Downtown Orillia Management Board approve the agenda for the July 18, 2023 meeting.”

Carried.

Disclosure of Interest

None.

Deputations

1. Dawn Nita – re Quarterly Meetings with Membership.

Moved by Cooper seconded by Murray:

THAT the Downtown Orillia Management Board receive the deputation from Dawn Nita – re Quarterly Meetings with Membership.

Carried.

Minutes

1. May 16, 2023 – Regular Board Meeting.

Moved by Cooper seconded by MacDonell:

THAT the minutes of the Downtown Orillia Management Board meeting held On May 16th 2023, be adopted, having been printed and distributed.

Carried.

2. June 29, 2023 – Special Board Meeting.

Moved by Cooper seconded by Campbell:

THAT the minutes of the Downtown Orillia Management Board Special Board meeting held On June 29th, 2023, be adopted, having been printed and distributed.

Carried.

Closed Session

There are no closed session items.

Correspondence - Information Items

None.

Correspondence - Action Items

None.

Reports

1. DMB Manager – re Financial Report..

Moved by French, seconded by Gilbert:

“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.

Carried.

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

Moved by Cooper, seconded by MacDonell:

“THAT the 2023 Orillia Events and Marketing Engagement Report be received.

Carried.

3. DMB Manager – re Crime Prevention.

Moved by Murray, seconded by Gilbert:

“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.”

Carried.

4. Director, Doug Cooper – Staff Parking Lots

Moved by MacDonell, seconded by Murray:

“THAT the DOMB staff bring forward a benchmarking report to the board regarding BIA employee parking solutions;

AND THAT the DOMB Staff include research to support redesignating Lot 11 as a permit lot to allow stays until 3:00am and create a BIA employee permit program for use by businesses downtown.”

5. DMB Manager –Communications

Moved by Cooper, seconded by Murray:

“THAT the DOMB create a general email address for the Board;

AND THAT the following procedure will be followed for reviewing and replying to emails received:

- Emails will be sent to all board members
- David Campbell and Michael Fredson will be responsible for responding.”

Moved by MacDonell, seconded by Campbell:

“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”

Moved by Murray, seconded by Cooper:

“THAT the DOMB staff create and bring forward for board approval regarding an Anti-Harassment, Bullying, and Violence Policy.”

6. DMB Manager – Sidewalk Maintenance

Moved by MacDonell, seconded by Murray:

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

7. DMB Manager- Busker

Moved by Cooper, seconded by Murray:

“THAT the DOMB staff do not add an appeal process to the Busker program, if the cause of the revocation is due to complaints from the public, or businesses in the BIA;

“AND THAT the DOMB reassess the program in 2024.”

Adjournment

Moved by Gilbert, seconded by French.

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:35 p.m.

M. Fredson
Chair.

Reports

1. DMB Manager, Dina Hawker - Financial Report

Recommendation

“THAT the Financial Report dated August 15, 2023, for the period of July 18th, 2023, to August 10, 2023, be received;

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

ERROR ON FINANCIALS- UPDATED FINANCIAL REPORT WILL BE SENT MONDAY

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

Comments/Background

- Verbal summer event updates to be presented at meeting.
- To include Car Show sponsorship update, and details of event

Recommendation

“THAT the Events and Marketing Report be received.”

3. DMB Manager – re Membership Feedback.

Comments/Background:

- Website form submissions
- Verbal updates to be given from drop-in sessions, hosted by the Chair.
- Verbal concerns made to the office for increasing concerns of safety downtown and number of panhandlers in the middle block between Peter street and West street.

DMB Staff and Committee Report
August 15, 2023

Email	Comments:
anonymous	<p>Word on Peter Street is that Starry Night will be returning in 2023. I was not around when the last iteration took place but lots of people ask about this event. Since Celebrate You was cancelled, are there funds that can be reallocated to Starry Night?</p>
anonymous	<p>Hello,</p> <p>I would like to provide some feedback on Merchants & Makers.</p> <p>This was such a successful day for me! I had 3 times more sales between 10 and 5 than the previous 4 Saturday's! The last time I had this many sales was during the Vintage Market (where I had two locations as my street was not closed).</p> <p>For me the success of Merchants & Makers proves how important Downtown Events are, especially ones that involve the entire closure of the Downtown! I know that these events will continue to grow year after year! As two of my busiest days this spring/summer have involved Downtown street closures and events I wanted you to know that I fully support these events and closures!</p> <p>Not only was my Saturday busy, this week has so far been the most successful week of my summer! So many customers have returned after the event to do more shopping!</p> <p>Thank you for all your hard work organizing this event.</p>
anonymous	<p>Kind Regards,</p> <p>We love the downtown events- they've played a pivotal role in our summer success as we find summer to be a quiet season for us (most of our customers take trips and kids are out on break) We hope to see new and exciting events next year and to carry on the successful ones we've had this year.</p>

Recommendation

“THAT the DOMB receive the Membership feedback as information.”

4. Director, Megan Murray – Transit Committee.

Recommendation

“THAT the DOMB receive the Transit Committee report as information.”

5. DMB Manager – Code of Conduct

Comments/Background

- The DOMB does adhere to the same Code of Conduct as the City of Orillia
- Below is an anti Harassment Policy to be reviewed by the board for approval.

Downtown Orillia BIA Staff Harassment Policy

The Downtown Orillia BIA Policy regarding Harassment, Bullying, Violence and Sexual Harassment confirms our commitment to safe and respectful workplaces and to provide an organization free of harassment including sexual harassment, discrimination, bullying and violence.

Harassment can take many forms including unwanted sexual attention, inappropriate jokes or texts, threats, and other unwelcome verbal, written, visual or physical communication or conduct.

Everyone has a responsibility to build safe and respectful workplaces.

Harassment, discrimination, bullying and violence can affect individuals at every level of the organization. Promoting increased gender equality and diversity is one way to break down barriers and reduce or eliminate these behaviours.

The principles espoused in this Policy are applicable to all work and work-related environments. These can include but are not limited to, the office, meetings, BIA events, festivals, awards, and business functions.

The Board of Directors and Staff of the Downtown Orillia BIA will lead by example by upholding the highest standards of respect, encouraging the good faith reporting of complaints concerning harassment, discrimination, bullying and violence and cooperating in the investigation of such complaints. And to respect the right of Downtown Orillia BIA staff, board members, members and non-member participants to a safe environment when working for, or attending or participating in events, meetings or activities hosted or facilitated by, the Downtown Orillia BIA, free from harassment, abuse or discrimination and, in particular, not to use threatening behaviour towards nor harass any member of Downtown Orillia BIA staff or Downtown Orillia BIA member, invitee, guest or other non-member participant.

In adhering to this Policy, the Board and the Staff of the Downtown Orillia BIA agree to take the following steps as applicable to identify and address harassment including sexual harassment, discrimination, bullying and violence:

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- Enact policies and procedures that maintain zero tolerance for harassment, discrimination, bullying and violence;
- Designate people in the BIA to receive complaints of harassment, discrimination, bullying and violence;
- Provide a timely process for the investigation and resolution of complaints;
- Implement proportional consequences for violations; and
- Protect from retaliation or reprisal those individuals who in good faith allege violations of anti-harassment, discrimination and violence policies and procedures.

And the Board and Staff will ensure everyone in the workplace is aware of anti-harassment, discrimination and violence policies and procedures.

Recommendations

“THAT the DOMB review and approve Anti-Harassment, Bullying, and Violence Policy;

AND THAT the staff make the following adjustments to the Policy

Comments:

- ”

6. DMB Manager- 2024 Budget

Comments/Background

- The Chair and BIA Manager will work on the 2024 Budget due for preliminary submission on August 25th, 2023.
- Budget Committee meeting scheduled on Tuesday, November 7, 2023, at 9:00a.m
- AGM Draft Agenda will be submitted for the DOMB September Board meeting for review
- The board must present the budget to its membership and then to Council for approval as per the Municipal Act;
- Staff is recommending Options 1 or 2 incorporating either a 1% or 2% levy increase to cover inflation and ongoing rising costs, but to remain cognizant of current financial stresses the BIA businesses are facing;
- The 2024 Budget assumes all events will run however the board must recognize that adjustments will be made depending on the impact of increased costs of events with the merchant participation levels sitting below 20%.
- The 2022 event budgets have been adjusted to recognize the likelihood of less sponsorship; however, staff will still work to increase the revenue through increased vendors, and grants when possible.

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Option 1

	2022 Budget	2023 Budget	2024 Budget	\$ Budget Change Over PY	% Budget Change Over PY
Revenues	2021-22	2022-23	2023-24		
Tax Levy	(283,660)	(289,446)	(295,234)	(5,788)	2.0%
Grant in Lieu of Taxes	(10,000)	(8,000)	(8,000)	0	0.00%

Option 2

	2022 Budget	2023 Budget	2024 Budget	\$ Budget Change Over PY	% Budget Change Over PY
Revenues	2021-22	2022-23	2023-24		
Tax Levy	(283,660)	(289,446)	(292,340)	(2,894)	1.0%
Grant in Lieu of Taxes	(10,000)	(8,000)	(8,000)	0	0.00%

Option 3

	2022 Budget	2023 Budget	2024 Budget	\$ Budget Change Over PY	% Budget Change Over PY
Revenues	2021-22	2022-23	2023-24		
Tax Levy	(283,660)	(289,446)	(289,446)	0	0.00%
Grant in Lieu of Taxes	(10,000)	(8,000)	(8,000)	0	0.00%

Recommendations:

“THAT the Downtown Orillia Management Board approve Option ____ 2024 DOMB Budget with ____ percent increase to be presented for approval at the 2023 DOMB AGM.”

AGM – Budget

“THAT the Downtown Orillia Management Board hosts its Annual General Meeting on _____.”

Key Facts

- AGM must be held before the second week of November to ensure the budget is approved by the membership before it goes before Council for approval the week of November 25, 2023;
- Suggested dates: Tuesday October 10 or Tuesday October 24, 2023.

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