

DOWNTOWN ORILLIA MANAGEMENT BOARD

Regular Board Meeting

November 21st, 2023 – 5:30 p.m.

DOBIA 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.

Minutes

1. October 17th, 2023

Closed Session

None.

Correspondence - Information Items

None.

Correspondence - Action Items

None.

Reports

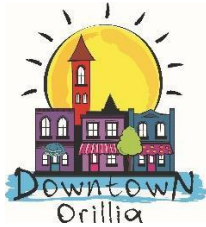
1. Chair, Michael Fredson – re: Board Vacancy Procedures
2. Chair, Michael Fredson – re: Financial Reports.
3. Chair, Michael Fredson – re: OBIAA Client Relations Management Software.
4. Chair, Michael Fredson – re: Events; debrief and upcoming
5. Director, Doug Cooper – re: Parking Advisory Committee
6. Director, Megan Murray – re: Transit Advisory.

7. Chair, Michael Fredson – re: Parking Ticket Validations

Date of Next Meeting

Tuesday January 23rd, 2024, 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,
October 17th, 2023 at 5:30 p.m.**

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

Absent: Stevie Baker, Director

Open Session

Chair – Michael Fredson

Call to Order

The meeting was called to order at 5:30p.m.

Approval of Agenda

Moved by Murray, seconded by Gilbert:

“THAT the Downtown Orillia Management Board approve the agenda for the October 17th, 2023 meeting.”

Carried.

Disclosure of Interest

None.

Deputations

None.

Minutes

1. Moved by Cooper, seconded by McDonell:
“THAT the minutes for the regular board meeting of September 19th, 2023 be approved.”

Carried

2. Moved by Cooper, seconded by French:
"THAT the minutes for the special meeting of October 4th, 2023 be approved."
CARRIED
3. Moved by Cooper, seconded by French:
"THAT the minutes for the special meeting of October 10th, 2023 be approved."
CARRIED

Correspondence - Information Items

None.

Correspondence - Action Items

Moved by Cooper, seconded by Gilbert:

"THAT the Downtown Orillia Management Board sends a letter of support in favour of the ice sculptures projects throughout the BIA during the Ontario Winter Games 55+ in February 2024."

CARRIED

Reports

1. Chair, Michael Fredson – re Financial Report.
2. Director, Megan Murray – re Christmas Events

Moved by Cooper, seconded by Gilbert:

"THAT the report on the 2023 Christmas events be received."

CARRIED

3. Chair, Michael Fredson – re Signage By-laws.

Moved by Cooper, seconded by French:

"THAT the Board of Management be directed to send a letter to Economic Development to proceed with a staff report for changes to the signage bylaws."

CARRIED

4. Chair, Michael Fredson – re AGM & 2024 Budget.

Moved by MacDonell, seconded by Cooper:

"THAT the following section be adopted in our procedural by-laws:

6.4.1

"The following procedures shall be used in conducting an open forum during the Annual General Meeting (AGM):

- a) Each speaker shall be required to provide their name and the property and/or business associated with their BIA membership.
- b) Each speaker may speak on any matter that impacts the budget and the Downtown Business Improvement Area.
- c) Each speaker shall be limited to a maximum of five (5) minutes.
- d) The open forum is for the purpose of information gathering and is not intended to act a debate forum for issues. Board members may ask questions or speak to an issue for clarification on a speaker's comments/concerns.
- e) If a speaker's comments/concerns requires a solution in which a motion must be passed through the Management Board, the speaker will be directed to submit their request in writing."

CARRIED

5. Director, Megan Murray – re Streets Alive and Seasonal Decor.

Moved by MacDonell, seconded by Cooper:

"THAT the report on Streets Alive and Seasonal Décor be received."

CARRIED

6. Director, Doug Cooper – re Parking Advisory Committee

Moved by Gilbert, seconded by MacDonell:

"THAT the Parking Advisory report be received."

CARRIED

7. Director, Megan Murray – re Transit Advisory.

Moved by French, seconded by Campbell:

"THAT the Transit Advisory report be received."

CARRIED

Adjournment

Moved by Cooper, seconded by MacDonell:

"THAT the meeting be adjourned."

Carried.

Meeting adjourned – 6:0 p.m.

M. Fredson
Chair.

Reports

1. Chair, Michael Fredson – re: Board Vacancy Procedures

- ☐ The change in procedure for board vacancies was done only temporarily last time, and we will need to waive this again

Recommendation

THAT the resignation of Stevie Baker and Kaylea McCarron as appointed Directors of the Board of Management for the Downtown Orillia – Business Improvement Area (DOBIA) be hereby received;

AND THAT Section 3 of Board Policy 4.15.1 with respect to conducting a by-election be waived in order to facilitate filling of these vacancies by way of an application and nomination process, there being a lack of support staff to conduct a by-election process and no alternate nominees from the 2022 acclaimed DOBIA election;

AND THAT interested and eligible members of the DOBIA be invited to submit a City of Orillia Application for Boards and Committees by midnight on November 27, 2023, to provide information related to eligibility, experience and/or interest in serving as a Director on the Board;

AND THAT a special meeting of the DOBIA Board be held on [insert date, time and location], a portion of which shall be held in closed session, to consider all applications received by the deadline and to nominate and make recommendations to City Council for appointments for the remainder of the term to expire November 14, 2026.

2. Chair, Michael Fredson – re: Financial Reports

October 17th Report: September 20th to October 16th

| Invoice From | Amount | Minus HST Discount | Purchase Description | Date | Account | Invoice # | P/O Number |
|------------------------|------------|--------------------|--|------------|-------------------------|-----------|------------|
| Shell | \$100.00 | \$88.50 | Gas for truck | 9/29/2023 | GEN MTCE SERV VEHICL | | M/C |
| Creative Nomad Studios | \$1,158.25 | \$1,043.04 | Office Lease & Shed Rent | 10/1/2023 | GEN LEASES PROP | 998 | 80145 |
| Microsoft | \$8.70 | \$7.70 | Additional Exchange Subscription (student) | 10/2/2023 | GEN OFFICE SUPPLIES | | M/C |
| Microsoft | \$36.16 | \$32.00 | Exchange Subscription | 10/2/2023 | GEN OFFICE SUPPLIES | | M/C |
| Microsoft | \$28.82 | \$25.50 | Exchange Subscription | 10/3/2023 | GEN OFFICE SUPPLIES | | M/C |
| Adobe | \$14.68 | \$12.99 | Lightroom subscription | 10/10/2023 | GEN OFFICE SUPPLIES | | M/C |
| Canadian Tire Gas Bar | \$100.00 | \$88.50 | Truck Gas | 10/13/2023 | GEN MTCE SERV VEHICL | | M/C |

DMB Staff and Committee Report
September 19, 2023

| | | | | | | | |
|------------------|-------------------|-------------------|---------------------|------------|---------------------|--|-----|
| Impression House | \$59.25 | \$52.43 | Invitations for AGM | 10/13/2023 | GEN OFFICE SUPPLIES | | M/C |
| | | | | | | | |
| TOTAL | \$1,505.86 | \$1,350.66 | | | | | |

Recommendation

“THAT the Financial Report dated October 17th, 2023, for the period of September 20th, 2023, to October 16th, 2023, be received.”

November 21st Report: October 17th to November 20th

| Invoice From | Amount | Minus HST Discount | Purchase Description | Payment Date | Account | Invoice # | P/O Number |
|-----------------------------------|-------------------|--------------------|--|--------------|-------------------------|-----------|------------|
| Eclectic Cafe | \$226.00 | \$200.00 | Food for AGM | 10/20/2023 | ADM BIA MISC EXP | | M/C |
| Canadian Tire Gas Bar | \$100.00 | \$88.50 | Truck Gas | 10/27/2023 | GEN MTCE SERV VEHICL | | M/C |
| Creative Nomad Studios | \$1,158.25 | \$1,043.04 | Office Lease & Shed Rent | 11/1/2023 | GEN LEASES PROP | 998 | 80145 |
| Picnic | \$226.00 | \$200.00 | Food for AGM | 11/1/2023 | ADM BIA MISC EXP | | M/C |
| Microsoft | \$8.70 | \$7.70 | Additional Exchange Subscription (student) | 11/2/2023 | GEN OFFICE SUPPLIES | | M/C |
| Microsoft | \$36.16 | \$32.00 | Exchange Subscription | 11/2/2023 | GEN OFFICE SUPPLIES | | M/C |
| Florillia Design | \$762.75 | \$675.00 | Materials for Holiday Decor making | 11/2/2023 | ADM BIA MISC EXP | | M/C |
| Microsoft | \$28.82 | \$25.50 | Exchange Subscription | 11/3/2023 | GEN OFFICE SUPPLIES | | M/C |
| Canadian Tire Gas Bar | \$100.00 | \$88.50 | Truck Gas | 11/9/2023 | GEN MTCE SERV VEHICL | | M/C |
| Imperial Coffee and Services Inc. | \$654.95 | \$579.60 | Garbage bags for downtown bins | 11/10/2023 | ADM GEN MTCE SERV EQUIP | 235 3829 | 85404 |
| Adobe | \$14.68 | \$12.99 | Lightroom subscription | 11/10/2023 | GEN OFFICE SUPPLIES | | M/C |
| | | | | | | | |
| TOTAL | \$3,316.31 | \$2,952.83 | | | | | |

Recommendation

“THAT the Financial Report dated November 21st, 2023, for the period of October 17th, 2023, to November 20th, 2023, be received.”

3. Chair, Michael Fredson – re: OBIAA Client Relations Management Software
- ☐ OBIAA has developed a CRM software that is custom designed with the challenges of managing BIA membership relationships in mind
 - ☐ Their Main Street RM is focused on improving communications with members as well as data collection that BIA's are sorely lacking
 - ☐ Yearly cost of up to \$850, initial setup of up to \$1700

Recommendation

THAT Michael Fredson, Chair, be directed to register the Downtown Orillia BIA with OBIAA's Main Street RM;

AND THAT the onboarding process commence in January 2024, with timelines for this process to be finalized and reported once the OBIAA has been engaged;

AND THAT associated costs with the project be approved in an amount not to exceed \$_____ plus applicable taxes.

4. Chair, Michael Fredson – re: Events; debriefing and upcoming
- Director Megan Murry report on the Candlelight Parade that occurred on November 17th
 - Black Friday Downtown Dollar Promotion occurs on Friday November 24th at 9:00am
 - Unite Orillia Downtown Christmas Late Shopping Night initiative from Patricia (Bird House Nature Company), and Kelsey (My Moon Collective)

Recommendation

“THAT the Events and Marketing Report be received.”

5. Director, Doug Cooper – re: Parking Advisory Committee

Recommendation:

“THAT the Parking Advisory Committee be received.”

6. Director, Megan Murray – re Transit Advisory.

Recommendation

“THAT the Transit Advisory Committee report be received.”

7. Chair, Michael Fredson – re: Parking Ticket Validation Program

Recommendation

DMB Staff and Committee Report
September 19, 2023

“THAT the report of the Passport Parking App Ticket Validation Program be received as information”

- ✓ All Your Membership Data in One Place
- ✓ Benchmarking Data at Your Fingertips
- ✓ Better Member Communications

Membership data, actionable anywhere



Categorize

Better understand the make-up of your BIA with standardized categorization:

Industry type: Office, Retail, Hospitality etc.

Business type: Lawyer, Clothing, Pizzeria etc.



Communicate

Improve communication by easily messaging multiple members based on common criteria:

Member Type: Property Owners, Businesses

By Categories: Offices, Clothing, Restaurants

Mailing Lists: Friends of the BIA, Councillors, City Staff



Connect

Understand the relationships of your BIA, view your membership by

Property Owner: Easily see and interact with members based on common property owners

Business Owner: See and interact with business owners with multiple interests in the BIA

Property: Easily view members occupying the same building(s)

Pricing

Email sends per month

Cost per year

BIA's under 200 members

5000

\$550

BIA's between 200 and 400 members

10000

\$850

BIA's over 400 members

20000

\$1700

One time fees

Description

Fee

Onboarding*

Includes server set-up and training documents

\$350

White Glove Import

Includes import of your existing data from an excel file and a proofing of import

\$1000

Wordpress Plugin Install

Includes installation of wordpress plugin to create a public directory of your membership

\$350

*denotes a required fee



Paperless Merchant Validation

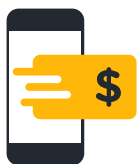
2017

User Guide

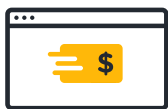
With the launch of Passport,
customers will now be able to
pay for parking from their
mobile phones.

How It Works

Parking customers can register
and pay for parking through any of
these easy methods:



Mobile App
PassportParking®



Mobile Website
ppprk.com

PassportParking® is free to
download and easy to use by
following these simple steps:

1

Look for signs & decals



2

Download PassportParking®



or visit ppprk.com

3

Enter the following:

Zone Number

Vehicle Info

Length of Stay

and you're parked!



Merchant Validation

Merchants have the opportunity to subsidize paid parking through Passport's validation system. This promotes awareness of using mobile pay for parking and increases foot traffic to local businesses.

Merchants can:

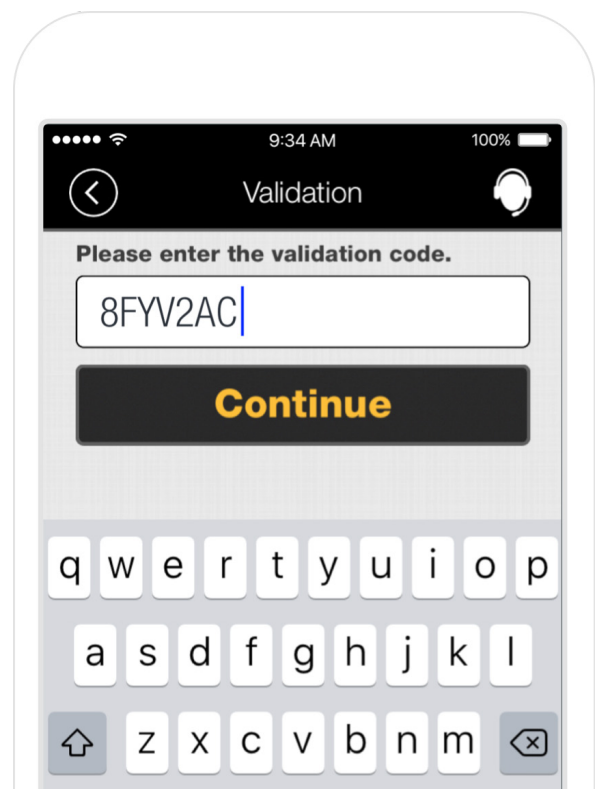
- Load a balance onto the validation system
- Set automatic balance recharges
- Create validation types by name and dollar amount
- Get real-time reporting of validation activity

Merchants can sign up and manage their accounts at:
ppprk.com/apps/validation



How It Works

1. Merchants load a balance on the validation account management site
2. Merchants create codes for a predetermined amount to allow customers to discount their parking session
3. Customer enters the code to receive discount on their parking session
4. Validation amount is then deducted from the merchant balance and transferred to the parking provider

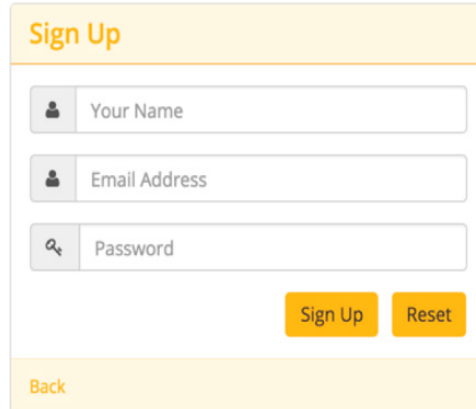


Getting Started

Setting up your merchant validation account is quick and easy!

1. Account Set Up

- Go to:
ppprk.com/apps/validation
- Click **Sign Up**
- Enter merchant information

A sign-up form with a yellow header bar containing the text "Sign Up". Below the header are three input fields: "Your Name" with a person icon, "Email Address" with an envelope icon, and "Password" with a key icon. To the right of the "Password" field are two yellow buttons: "Sign Up" and "Reset". At the bottom left of the form is a yellow button labeled "Back".

Sign Up

Your Name

Email Address

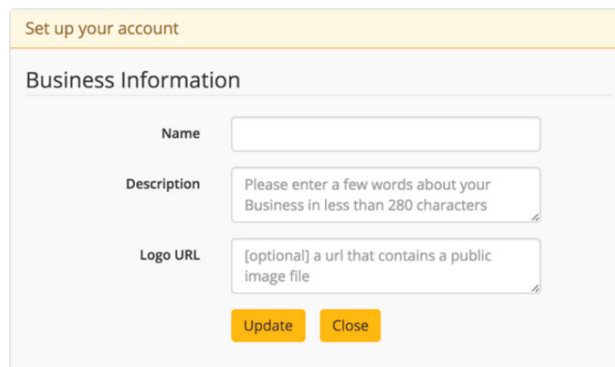
Password

Sign Up Reset

Back

2. Business Information

- Enter name and description of the business

A form titled "Set up your account" with a yellow header bar. Below the header is a section titled "Business Information". It contains three input fields: "Name", "Description" (with a placeholder text: "Please enter a few words about your Business in less than 280 characters"), and "Logo URL" (with a placeholder text: "[optional] a url that contains a public image file"). At the bottom are two yellow buttons: "Update" and "Close".

Set up your account

Business Information

Name

Description

Please enter a few words about your Business in less than 280 characters

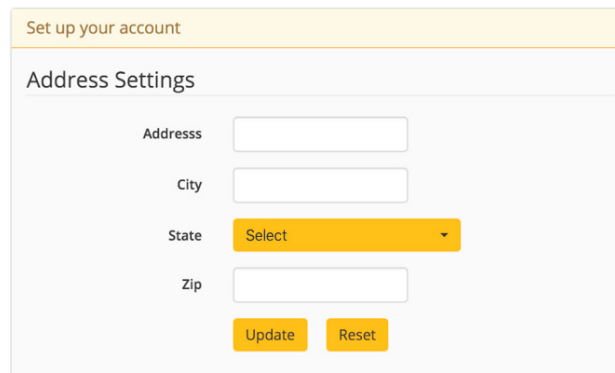
Logo URL

[optional] a url that contains a public image file

Update Close

3. Address Settings

- Enter the address of the business

A form titled "Set up your account" with a yellow header bar. Below the header is a section titled "Address Settings". It contains four input fields: "Address", "City", "State" (a dropdown menu with "Select" as the selected option), and "Zip". At the bottom are two yellow buttons: "Update" and "Reset".

Set up your account

Address Settings

Address

City

State

Select

Zip

Update Reset

4. Payment Card Set Up

- Enter credit/debit card that will fund the validations

The screenshot shows a form titled 'Set up your account' with a sub-header 'Payment Card Settings'. It contains three input fields: 'Card Number' with the value '4111-1111-1111-1111', 'Name as on Card' with the value 'Bradley Powers', and 'Expiry Date' with the value '2016-11'. Below these fields are two buttons: 'Save' and 'Reset'.

i Validations that are applied to parking sessions that have a fee of less than the parking amount will be debited the lesser amount of the transaction. E.g. \$2 validation code applied to a \$1.50 parking session will only debit the merchant \$1.50 +fee

5. Fund Account

- Pre-fund the account
Minimum of \$50 required
- Set auto re-charge
When balance falls below a specified limit the card is charged a specified amount

The screenshot shows a form titled 'Set up your account' with a sub-header 'Recharge Account'. It contains one input field: 'Deposit Amount' with a dollar sign icon and the value '50'. Below this field are two buttons: 'Ok' and 'Reset'.

i All validations incur a \$0.25 fee to the merchant upon use

6. Create Validation Type

- From the launch page select **Manage Validations**
- Click **New Validation**

The screenshot shows a sidebar menu on the left with options: 'Validation Summary', 'Generate Validation Codes', 'Manage Validations' (highlighted), 'Reports', 'User Administration', and 'Account Settings'. The main content area is titled 'Validation Management' and contains a 'Select Validation' dropdown menu with 'Nothing selected' and a 'New Validation+' button. Below the dropdown are 'View' and 'Delete' buttons.

7. Validation Set Up

- Type validation name
- Indicate discount amount
- Click **Create**
Merchants can customize the amount and expiration dates for each validation type that they create

The screenshot shows a sidebar menu on the left with options: 'Validation Summary', 'Generate Validation Codes', 'Manage Validations' (highlighted), 'Reports', 'User Administration', and 'Account Settings'. The main content area is titled 'New Validation' and contains two input fields: 'Validation Name' with the value 'Dollar Off' and 'Discount Amount' with a dollar sign icon and the value '1'. Below these fields is a link 'Advanced Settings +' and two buttons: 'Create' and 'Back'. At the bottom, there is a green banner that says 'Create successful'.

i Validations should not be labeled as a specified period of time if the merchant is not aware of local parking rates

8. Validation Quantity

- The drop-down menu next to **Select Quantity** allows the merchant to choose the number of validations they would like to generate

[Validation Summary](#)
[Generate Validation Codes](#)
[Manage Validations](#)
[Reports](#)
[User Administration](#)
[Account Settings](#)

Code Generator

Select Validation

Dollar Off

Select Quantity

Single Validation

Generate Validation Code

9. Generate Validation Code

- After clicking **Generate Violation Code** merchants will see a list of the violation codes that have been generated.
- Selecting **Download as PDF** exports codes onto the Merchants computer (cut to distribute to customers)

Select Validation

Test


Number of Validations

5


Generate Validation Code

Download as PDF


| S.No | Validation Code |
|------|-----------------|
| 1 | 8FYV2AC |
| 2 | KYS7FVN |
| 3 | QYSY4NY |
| 4 | S8212VZ |
| 5 | AMLKT32 |




Discount Code
Enter the following code in your
Passport App to receive up to \$0.5 Off
your parking stay
8FYV2AC
Expires: 9:45am on Tuesday 11th July 2017
Courtesy of Passport



Discount Code
Enter the following code in your
Passport App to receive up to \$0.5 Off
your parking stay
KYS7FVN
Expires: 9:45am on Tuesday 11th July 2017
Courtesy of Passport



Discount Code
Enter the following code in your
Passport App to receive up to \$0.5 Off
your parking stay
QYSY4NY
Expires: 9:45am on Tuesday 11th July 2017
Courtesy of Passport



Discount Code
Enter the following code in your
Passport App to receive up to \$0.5 Off
your parking stay
S8212VZ
Expires: 9:45am on Tuesday 11th July 2017
Courtesy of Passport

i Funds are not exclusively tied to each validation code. So if a customer loses their validation code, that amount isn't lost. The funds go from merchant to operator at time of use.

6 | Paperless Merchant Validation

Passport

Report Monitoring

- The **Reports** tab on the left side of the screen allows merchants to monitor validation use
- Once **Generate Report** is selected a spreadsheet of the specified credentials will be generated

Validation Summary
Generate Validation Codes
Manage Validations
Reports
Account Settings

Reports

Validations

Date Range

Current Day

User

All Users

Zone

All Zones

Filter by

All

Generate Report

Validation Summary
Generate Validation Codes
Manage Validations
Reports
Account Settings

Reports

| S.No | Validation Name | Validation Code | Created On | Expires On | Value (\$) | Issued By | Used On | Discount (\$) | Cost to Business (\$) |
|------|-----------------|-----------------|----------------------|----------------------|------------|------------|----------|---------------|-----------------------|
| 1 | Test | KYS7FVN | Jul 11 2017 09:44 AM | Jul 11 2017 09:45 AM | .50 | Jill Smith | Not used | NA | NA |
| 2 | Test | S8212VZ | Jul 11 2017 09:44 AM | Jul 11 2017 09:45 AM | .50 | Jill Smith | Not used | NA | NA |
| 3 | Test | QYSY4NY | Jul 11 2017 09:44 AM | Jul 11 2017 09:45 AM | .50 | Jill Smith | Not used | NA | NA |
| 4 | Test | AMLKT32 | Jul 11 2017 09:44 AM | Jul 11 2017 09:45 AM | .50 | Jill Smith | Not used | NA | NA |
| 5 | Test | 8FYVZAC | Jul 11 2017 09:44 AM | Jul 11 2017 09:45 AM | .50 | Jill Smith | Not used | NA | NA |

Validation Summary

- Merchants can keep track of recharge account deposits under the **Recent Payments** tab
- Merchants can keep track of used validation codes under the **Transactions Claimed** tab

Validation Summary
Generate Validation Codes
Manage Validations
Reports
Account Settings

Validation Site Summary

Claimed Transactions

Recent Payments

| Transaction Amount (\$) | Date |
|-------------------------|----------------------|
| 123.00 | May 15 2015 16:50:21 |
| 1.00 | May 15 2015 12:31:17 |
| 50.00 | May 10 2013 14:38:02 |
| 200.00 | Mar 25 2015 12:12:01 |
| 21.00 | Jun 11 2013 10:38:01 |

Close

Validation Summary
Generate Validation Codes
Manage Validations
Reports
Account Settings

Validation Site Summary

Transactions Claimed

| Validation Code | Parking Fee (\$) | Discount (\$) | Fee (\$) | Date |
|-----------------|------------------|---------------|----------|----------------------|
| 115115 | 3.75 | 2.50 | .25 | Sep 30 2016 18:13:09 |
| 115115 | 1.25 | 1.25 | .25 | Sep 30 2016 14:31:06 |
| 8453428 | 3.05 | 3.05 | .25 | Sep 30 2016 11:40:58 |
| 6412816 | 3.05 | 3.05 | .25 | Sep 30 2016 11:05:14 |
| 5275703 | 6.05 | 1.00 | .25 | Sep 30 2016 10:03:13 |

Close

Recent Payments

View

Refund Policy

If merchants decide to no longer offer validation codes, email help@passportinc.com with an excel file that includes the validation codes as well as the fee associated with them and request a refund from the account

Passport



www.passportinc.com