



# Downtown Orillia Business Improvement Area

Regular Board Meeting  
Tuesday, March 19, 2024, – 5:30PM  
Boardroom, Downtown Orillia Office  
23 Mississaga Street West, Orillia

## Agenda

**Notice:** This meeting will be held in-person. Board members may be accommodated electronically when, for unusual or exceptional reasons, they are not able to attend. The meetings will not be livestreamed or recorded, unless advertised otherwise, and the minutes shall remain the official record of the proceedings.

### Open Session

### Chair- Michael Fredson

### Call to Order

### Approval of Agenda

### Disclosure of Interest

### Deputations

1. Elena Villalba, Uptown Living re – 2025 Summer Event
2. Janette MacDonald, Miconex Business Development Manager re – Gift Card Program
3. Mina Fayez, General Manager and Wendy Hembruff, Social and Community Services Division County of Simcoe re – Community Safety Initiative

## Minutes

1. Regular Meeting, February 19, 2024

## Closed Session

There are no closed session items for this meeting.

## Correspondence- Information Items

1. Michael Ladouceur, Director of Business Development, Tourism & Modernization re –Sir Sam Steele Building Clean-Up

## Correspondence- Action Items

1. Kevin Gangloff re – Roots North

## Reports

1. Financial Report
2. Michael Fredson re – Buskers
3. Michael Fredson re – Orillia's Great Garage Sale June 15<sup>th</sup>
4. Doug Cooper re – Parking Advisory Committee
5. Ruth Howorth re – Chamber of Commerce Report
6. Working Group Reports
  - a. Governance
  - b. Seasonal Holiday Events
  - c. Car Show & Starry Night
  - d. Mariposa Folk Festival & Vintage Market
  - e. Chamber Tie-In Events
  - f. Summer Saturdays
7. Michael Fredson re – Hiring
8. Michael Fredson re – Advertising

## Deputation Motions

## Date of Next Meeting

April 16, 2024, at 5:30PM at the DOBIA Office Boardroom.

## Adjournment

# MINUTES

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement  
Tuesday, February 20, 2024

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Present: Jeff Gilbert, In the Chair  
Councillor David Campbell  
Megan Murray, Secretary  
Jenna French, Director  
Ruth Howorth, Director  
Jennie May Banks, Director via Teams

Absent: Michael Fredson  
Darcy MacDonell

## Open Session

**Chair- Jeff Gilbert**

## Call To order

The meeting was called to order at 5:35PM.

## Approval of Agenda

## Disclosure of Interest

None declared.

## Deputations

1. Allan Lafontaine, Executive Director, Orillia Chamber of Commerce re – Chamber of Commerce Events
2. Jill Lewis, Senior Planner, City of Orillia re – Downtown Tomorrow Community Improvement Plan
3. John Emberson, Overview Design re – Downtown Marketing

## Minutes

Moved by David Campbell, seconded by Ruth Howorth

"THAT, the following minutes be adopted with the correction to January 22, 2024, meeting minutes to remove Fredson from Ruth Howorth name on page 3:

- Regular Meeting November 21, 2023
- Special Meeting, December 6, 2023
- Regular Meeting, January 22, 2024

- Special Meeting, February 1, 2024”

**Carried**

### **Closed Session Items**

None.

### **Correspondence Items**

Moved by David Campbell, seconded by Doug Cooper

“THAT the correspondence from Ruth Howorth regarding Grants with the 2024, Culture & Sport Enhancement Fund be received.

AND THAT, staff be directed to make the board aware of future grant and funding opportunities.

**Carried.**

Moved by David Campbell, seconded by Rutth Howorth

"THAT, the correspondence from Janette MacDonald, Business Development Manager, Miconex re – Downtown Gift Cards be received.

AND THAT a representative be invited to do a deputation at a future board meeting”

**Carried.**

### **Correspondence- Action Items**

Moved by Doug Cooper, seconded by Jennie May Banks

“That the report from Ashley Stafford regarding the Canada Day Parade permit be received with the following feedback:

The Downtown Orillia BIA is in support of this road closure and parade.”

**Carried**

### **Reports**

Moved by Ruth Howorth, seconded by Jennie May Banks

"THAT, the report regarding the Parking Advisory Committee be received as information.”

**Carried**

Moved by Ruth Howorth, seconded by Jennie May Banks

“THAT the Financial Report for the period from January 18, 2024, to February 15, 2024, be received as presented.”

**Carried**

Moved by David Campbell, seconded by Jenna French

“THAT the Staffing Learning Social report be received.

AND THAT the board supports the creation of Learning Socials in principle.”

**Carried**

Moved by Megan Murray, seconded by Jennie May Banks

“THAT the Downtown Dollars, Miconex and Replacement Cards report be received

AND THAT inquiries be made regarding grants and municipal funding.”

**Carried**

Moved by Ruth Howorth, seconded by Megan Murray

“THAT the Working Groups reports be received as information.

AND THAT the Working Group for Easter have a budget of up to \$1200 to cover the cost of the event.”

**Carried**

Moved by Jenna French, Seconded by Jennie May Banks

“THAT the Staff Hiring report be received.

AND THAT, the Downtown Orillia BIA Board of Directors approve Michael Fredson, Chair, to engage the services of Patty Hayes of Page by Page Consulting to hire Staff for the Downtown Orillia BIA as per their quote for a maximum of \$1582.”

**Carried**

### **Deputation Motions**

Moved by Megan Murray, seconded by Jennie May Banks

“THAT the deputation from Allan Lafontaine, Executive Director of the Orillia Chamber of Commerce regarding Chamber of Commerce Events be received.

AND THAT the board continue to look for opportunities for collaboration with the Orillia Chamber of Commerce.”

**Carried**

Moved by Ruth Howorth, seconded by Jenna French

“THAT the deputation from Jill Lewis, Senior Planner, City of Orillia regarding the Downtown Tomorrow Community Improvement Plan be received.

AND THAT comments will be created at the next regular board meeting.”

**Carried**

Moved by David Emberson, seconded by Ruth Howorth

“THAT the deputation from John Emberson, Overview Design regarding Downtown Marketing be received.

AND THAT his materials be reviewed for further discussion.”

**Carried**

### **Date of Next Meeting**

Tuesday, March 19, 2024, at 5:30PM in the DOBIA Boardroom, DOBIA Office.

### **Adjournment**

Moved by Ruth, Seconded by Jenna French

“THAT the meeting be adjourned.”

**Carried**

Meeting adjourned at: 9:10PM

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Jeff Gilbert,  
Vice-Chair

DRAFT

## Correspondence - Information Items:

1. Michael Ladouceur has emailed us in regards to cleaning up the alleyways through a company that the City already uses to clean up graffiti. He was inquiring about the BIA contributing probably around \$2500 to get the alleyways power washed and cleaned up before the spring/summer season. They of course need it, and it is a good idea; plus it's what we've been talking about using our budget for. We do need to think about what is the next step? Cleaning is great, but if we don't do anything with it, it will need to be cleaned again before we step up to get them activated.

From: Linda Tiffin <[tiffinscreativecentre@gmail.com](mailto:tiffinscreativecentre@gmail.com)>  
Sent: Tuesday, February 27, 2024 2:19 PM  
To: Mark Buma <[mbuma@orillia.ca](mailto:mbuma@orillia.ca)>  
Subject: Sir Sam Steele Building & the Pigeons

Hi Mark,

I wasn't sure who best to contact, so thought of you as our last contact re: building maintenance stuff ... although I realize that was a special project. Still, perhaps you can help.

Late last summer and into the fall, pigeons began congregating just before sunset on the limestone ledge in the laneway between the Sir Sam Steele Building and us. The amount of pigeon poop is incredible, and seemingly immovable! Rick (the downtown Maintenance guy) and I have tried to shovel it up and clean it (not easy! It's like glue!) a few times, but within a day or 2 it's like we had done nothing at all. Over the winter the snow from the laneway clearing has covered it up a little, but spring is coming, and summer. It's not only unsightly, but also a health hazard from what I've read. Rick suggested that he would talk to the Falconer when they come in to deal with the seagulls, to see if they might have an option. I have also read that there is some sort of heavy gel available that is uncomfortable to their feet which might prove effective, although I don't know how often it would need to be reapplied. Unfortunately the article didn't give a name or where one would purchase such a product. I've attached a picture below ... just a random evening as I was leaving the store ... it gives an idea of the extent of the problem. Rick and I are both impressed with how they manage to perch on the steep slope of that ledge! It also strikes me as curious that this has all of a sudden become a problem. Tiffin's Creative Centre has been here in this location for 30 years (1993 - 2023) and there has never been this issue before.

Any thoughts you might have on how this can be dealt with are most appreciated!

Sincerely,

Linda  
Tiffin's Creative Centre  
22 B (Laneway) Peter St S  
Orillia, ON L3V 5A9  
[www.tiffins.on.ca](http://www.tiffins.on.ca)



**From:** Ryan Perera  
**Sent:** Tuesday, March 5, 2024 12:00 PM  
**To:** Mark Buma <[mbuma@orillia.ca](mailto:mbuma@orillia.ca)>  
**Cc:** Ryan Perera <[RPerera@orillia.ca](mailto:RPerera@orillia.ca)>  
**Subject:** RE: **ir** Sam Steele Building & the Pigeons - Quotes for Cleanup, GTA Gum Removal Co.

Good afternoon Mark,

Please see the quotes as attached for this clean-up.

I requested it in two parts, but would recommend them both to be completed at once, as that patio has seen its days (very unsightly)

Linda (Tiffin's Creative) has also requested that the planters be removed, to which I suggested her to reach out to our Parks dept., who is responsible for the maint of our gardens. I also suggested that she speak to the Museum and senior staff there who could also help her on that quest

Please let me know how you wish to proceed on the clean up. (pictures are attached within the email)

Ryan



**Ryan Perera** | Supervisor, Asset Maintenance  
Environment and Infrastructure Services Department  
*Facilities, Climate Change and Operations Division*  
T:705-238-1569

**From:** Ryan Perera

**Sent:** Tuesday, March 5, 2024 3:19 PM

**To:** Mark Buma <[mbuma@orillia.ca](mailto:mbuma@orillia.ca)>

**Cc:** Ryan Perera <[RPerera@orillia.ca](mailto:RPerera@orillia.ca)>

**Subject:** RE: Sir Sam Steele Building & the Pigeons - Quotes for Cleanup, (2 different options now available) - GTA & partners Solutions

To summarize attached emails: (pictures of site can be viewed through GTA quote)

**GTA Quotes:** (hot water pressure washing)

- a. Laneway only = \$315 + tax (area of concern with bird excrement)
- b. Courtyard = \$720.00 + tax
- c. Complete Clean-up = \$1,035.00 + tax

**Partners Solutions:**

- a. Laneway only = \$460.00 + tax (area of concern with bird excrement)
- b. Courtyard = \$200.00 + tax (said they are there anyway and will complete this)
- c. Complete Clean-up = \$660.00 = tax

I still recommend that we hit this entire area before the summer season, as it is in very poor shape.

Please advise how you wish to proceed.

Ryan



**Ryan Perera** | Supervisor, Asset Maintenance

Environment and Infrastructure Services Department

*Facilities, Climate Change and Operations Division*

**T:**705-238-1569

**From:** Michael Ladouceur <[MLadouceur@orillia.ca](mailto:MLadouceur@orillia.ca)>

**Sent:** Wednesday, March 6, 2024 9:19:48 AM

**To:** Michael Fredson <[michael@manticorebooks.ca](mailto:michael@manticorebooks.ca)>

**Subject:** FW: Sir Sam Steele Building & the Pigeons - Quotes for Cleanup, (2 different options now available) - GTA & partners Solutions

Hey Mike

For your consideration as you look to beautify the BIA area. We have a contact who does pressure washing fairly cheap, and could really help our efforts to make the alleyways more visitor friendly. Would the BIA have budget to cover these costs? We can chat further, but even a budget of something like \$2500, the City can work with our vendor to identify problem areas and have it cleaned before summer begins



**Mike Ladouceur, MBA** (*He/Him*) | Director, Business Development, Tourism & Modernization

Corporate Services Department

*Business Development, Tourism and Modernization Division*

**T:** 705-558-9551 | **C:** 705-330-7595



# DRAFT QUOTE

CITY OF ORILLIA

**Date**  
5 Mar 2024

**Quote Number**  
QU-0631

**GTA GUM REMOVAL LTD**  
836064188

GTA Gum Removal Ltd.  
Attention: Andrew Meades  
17 Galley Ave  
Orillia, ON L3V 2K4  
CANADA  
249.359.7733

## Alleyway clean of bird poop and debris - Section #2

Hot pressure washing to clean up bird poop and debris from the alley beside Orillia Museum of Art and History.

This is for the larger courtyard area including rinsing down the doors, decks and accessibility ramp.

Photos of scope of work can be found here:  
<https://photos.app.goo.gl/NsDvKUVNE75GyPuZ9>

Description	Quantity	Unit Price	Tax	Amount CAD
Hot Pressure Washing To clean up bird poop and debris from the red interlocking.	1.00	720.00	13%	720.00
			Subtotal	720.00
			TOTAL HST SALES 13%	93.60
			<b>TOTAL CAD</b>	<b>813.60</b>

## Terms

This quote is valid for a period of 30 days. Please call us at 249.359.7733 with any questions.

## Correspondence - Action Items:

1. Kevin Gangloff from Roots North has asked for the same type of sponsorship that we usually help out their organization with. Generally we will provide a sponsorship package where we chip in 50% of the artists fees to play in a venue in the BIA. I believe in the past we have capped it at \$5000, but we usually never hit that level of paying out. He also asks whether we want to participate more (financially) with Roots North, and how we can maybe make this into a bigger "Downtown" event.

**From:** Kevin Gangloff <[kevingangloff77@gmail.com](mailto:kevingangloff77@gmail.com)>

**Sent:** Tuesday, February 20, 2024 6:24 PM

**To:** [rusticapizzavino@gmail.com](mailto:rusticapizzavino@gmail.com) <[rusticapizzavino@gmail.com](mailto:rusticapizzavino@gmail.com)>; Downtown Orillia Office <[office@downtownorillia.ca](mailto:office@downtownorillia.ca)>; David Campbell <[dcampbell@orillia.ca](mailto:dcampbell@orillia.ca)>

**Subject:** Roots North Music Festival

Attention DOMB,

I am writing this email on behalf of the Roots North Music Festival organizing committee. We are in the process of planning the 10<sup>th</sup> Annual Roots North Music Festival and are putting together our sponsorship and partnership opportunities. For those who do not know, the idea of this festival was born around the idea to create an event to bring people to the Downtown core in the offseason. This festival is strictly volunteer organized and run. What has grown since year one and in 2024 sees us now planning a four-day event April 18-21, 2024 in Downtown Orillia and Area. Our main stage is once again the St. Paul's Centre and we will be utilizing approximately 20+ businesses Thursday-Sunday in the Downtown Core and Orillia Area as free auxiliary venues for shows and events. Our festival showcases some of Canada's brightest stars, emerging musicians, and many of our immensely talented local acts. We will be providing opportunities for audience engagement and participation and will be actively promoting Orillia throughout the weekend. Our festival audience reaches throughout the Province with over 50% of our paid tickets sold out of town. Our festival is consistently selling out and we have been showcased as one of the top 10 festivals in Ontario via BlogTO and featured on CBC Radio. Our festival ads are run in Exclaim! Magazine which has a "national monthly reach with 100,000+ CCAB audited circulation", local ad runs in North Simcoe Life, orilliamatters (digital ads), Ontario Lake Country, Muskoa 411 (digital across all their platforms, MAXFm 89.1 (radio partner), ToDo Ontario runs promotion, and of course our own social media outreach which historically sees in excess of 13,000+ impressions beginning in February and leading up to April's festival date. I will also add, we create and print over 1,000 rack cards which are walking maps of all downtown venues and the downtown core. All branding is labelled with "Downtown Orillia" where applicable and our social media incorporates hashtags of #downtownorillia and routinely tags your social media in hopes of directing our audience to your socials.

Our event is firmly rooted during the shoulder season so that we are not infringing on already existing programming opportunities and to ensure the success of our event. We are continuing to look at ways to provide the most value to our customer and community sponsors.

Finally, all sponsorships (both monetary and in-kind) are recognized on all of our promotional material, consistently throughout the festival weekend by our concert MC's, visually on our concert backdrop, and via all of our social media platforms.

**Our Festival Organizing Committee is committed strategically and financially to the success of this program and wants to provide a platform to showcase Orillia.**

**In terms of what I had hoped to discuss with the DOMB were a few items as it seems to have historically been an interesting relationship with the DOMB and with this change over and had been looking for an opportunity to build and move forward:**

**We wanted to inquire if the downtown venue event subsidy was still in place for venues to submit for a rebate for in-store live performances?**

**Is there an appetite to discuss a sponsorship for the Festival, a marketing partnership, or a method for the DOMB to be a more invested partner in the Annual Festival? I mean that in the sense of we are bringing a ready made festival whose primary goal is to market and promote the Downtown already (meaning we do all the work) how can the DOMB be passively or more actively involved? We say all of this not wanting to hand over or put this into your "hands" but only to say that we are hoping the DOMB sees value in this event and might want to support it in some fashion.**

Obviously missing this meeting was critical as our marketing material will be ramping up so I am not sure if anything can actually be put forward but I am more than happy to have any discussion, can provide sponsorship levels, or ways we can be mutually beneficial to each other.

If you have any questions or concerns please contact us.

Kevin Gangloff

Roots North Music Festival

705-795-538

Reports:

1. Financial Reports

**Actual Cost Details Year To Date**

Reporting Period January, 2024 To February, 2024 (2 Months)

Report data returned based on the user's security permissions.

Fund - 9 - DOMB

Division 98-98 - DOMB

Consolidated Activity/Program All

Object	Date	Consolidated Activity/Program	Item	Description	Supplier	Acct. Ref.	Type	Amount
Expenses								1,006.41
76100 - Adv Promotion								1,006.41
	02/13/2024	9-98-9802-00000 - DOMB - DOMB - ADMGENERAL	86008 HALF PAGE AD	Purchases	ONTARIOS LAKE COUNTRY		Actual	1,006.41
Total 76100 - Adv Promotion								1,006.41
71380 - Mtce Serv Vehcl								
	02/29/2024	9-98-9802-00000 - DOMB - DOMB - ADMGENERAL	Oil for truck	Canadian Tire Gas Bar	BANK OF MONTREAL - MASTERCARD		Actual	34.58
	02/29/2024	9-98-9802-00000 - DOMB - DOMB - ADMGENERAL	gas for truck	Canadian Tire Gas Bar	BANK OF MONTREAL - MASTERCARD		Actual	90.05
	02/29/2024	9-98-9802-00000 - DOMB - DOMB - ADMGENERAL	Gas for truck	Canadian Tire Gas Bar	BANK OF MONTREAL - MASTERCARD		Actual	90.05
	02/29/2024	9-98-98-002-00000 - DOMB - DOMB - ADM - GENERAL	Truck gas	Canadian Tire Gas Bar	BANK OF MONTREAL - MASTERCARD		Actual	90.05
	02/29/2024	9-98-9802-00000 - DOMB - DOMB - ADMGENERAL	Replacing truck lights wiring	Red Truck Automotive I	BANK OF MONTREAL - MASTERCARD		Actual	170.72
Total 71380 - Mtce Serv Vehcl								475.45
76890 - Misc Exp								
	02/16/2024	9-98-98-002-00974 - DOMB - DOMB - ADM - EVENT SPONSORSHIP DOMB	DOMB 021624	DOMB 021624	DOMB 021624		Actual	(1,686.02)
Total 76890 - Misc Exp								(1,686.02)
77000 - Office Supplies								
	02/29/2024	9-98-98-002-00000 - DOMB - DOMB - ADM - GENERAL	Microsoft Office 365	Msft E0400q9hmt	BANK OF MONTREAL - MASTERCARD		Actual	10.38
	02/29/2024	9-98-98-002-00000 - DOMB - DOMB - ADM - GENERAL	Adobe subscription	Adobe Products	BANK OF MONTREAL - MASTERCARD		Actual	13.22
	02/29/2024	9-98-98-002-00000 - DOMB - DOMB - ADM - GENERAL	Microsoft Office 365	Msft E0400q9iky	BANK OF MONTREAL - MASTERCARD		Actual	16.28
	02/29/2024	9-98-9802-00000 - DOMB - DOMB - ADMGENERAL	Adobe Standard subscription	Adobe Inc.	BANK OF MONTREAL - MASTERCARD		Actual	17.29
Total 77000 - Office Supplies								57.17
74040 - Leases Prop								
	01/09/2024	9-98-9802-00000 - DOMB - DOMB - ADMGENERAL	DOMB RENT	Purchases	CREATIVE NOMAD STUDIOS		Actual	1,113.97
	01/11/2024	9-98-98-002-00000 - DOMB - DOMB - ADM - GENERAL	ONTARIO BIA MEMBERSHIP	Purchases	ONTARIO BIA ASSOCIATION		Actual	3,754.72
	02/08/2024	9-98-98-002-00000 - DOMB - DOMB - ADM - GENERAL	84892 DOMB LEASE	Purchases	CREATIVE NOMAD STUDIOS		Actual	1,113.97
Total 74040 - Leases Prop								5,982.66

# Actual vs Budget Year To Date

January 2024 To February 2024 (2 Months)

Budget Main Budget  
 Fund - 9 - DOMB  
 Division 98-98 - DOMB  
 Object All  
 Consolidated All  
 Activity/Program All

	Budget	YTD Actual Cost	Variance Over/Under	Percentage Variance
<b>Revenues</b>				
Grants and Donations				
58200 - Grant Prov	583	-	(583)	-100.00 %
58500 - Grant Fed	-	-	-	0.00 %
58600 - Grant Nongov	667	-	(667)	-100.00 %
Total Grants and Donations	1,250	-	(1,250)	-100.00 %
Reserve Funding				
58911 - Trf Fr Domb Rsvf	4,092	-	(4,092)	-100.00 %
Total Reserve Funding	4,092	-	(4,092)	-100.00 %
Taxation				
50000 - Bia Levy	49,206	-	(49,206)	-100.00 %
50820 - Grant In Lieu	1,333	-	(1,333)	-100.00 %
Total Taxation	50,539	-	(50,539)	-100.00 %
User Fees and Serv Chgs				
51300 - Saleserv	2,626	-	(2,626)	-100.00 %
52000 - Fees Gen	6,676	-	(6,676)	-100.00 %
52800 - Sponsorships	2,833	-	(2,833)	-100.00 %
Total User Fees and Serv Chgs	12,135	-	(12,135)	-100.00 %
<b>Total Revenues</b>	<b>68,015</b>	<b>-</b>	<b>(68,015)</b>	<b>-100.00 %</b>
<b>Expenses</b>				
Administration				
76100 - Adv Promotion	4,926	1,006	(3,919)	-79.57 %
76150 - Licence And Reg	333	-	(333)	-100.00 %
76190 - Staff Recognition	-	-	-	0.00 %
76200 - Training Develop	167	-	(167)	-100.00 %
76220 - Conf Seminar	333	-	(333)	-100.00 %
76280 - Meals	67	-	(67)	-100.00 %
76300 - Travel / Accom	83	-	(83)	-100.00 %
76320 - Mileage	100	-	(100)	-100.00 %
76500 - Postage	-	-	-	0.00 %
76890 - Misc Exp	15,417	(1,686)	(17,103)	-110.94 %
Total Administration	21,426	(680)	(22,105)	-103.17 %
Contracted Services				
71000 - Contracts	1,125	-	(1,125)	-100.00 %
71200 - Audit Fees	234	-	(234)	-100.00 %
71220 - Legal Fees	133	-	(133)	-100.00 %
71300 - Mtce Serv	333	-	(333)	-100.00 %
71360 - Mtce Serv Equip	-	-	-	0.00 %
71380 - Mtce Serv Vehcl	333	475	142	42.63 %
Total Contracted Services	2,159	475	(1,684)	-77.98 %

# Actual vs Budget Year To Date

Labour Costs				
61000 - Sal Wages	30,310	8,724	(21,586)	-71.22 %
65000 - Benefits	3,070	1,116	(1,954)	-63.64 %
Total Labour Costs	33,380	9,840	(23,540)	-70.52 %
Material and Supplies				
77000 - Office Supplies	1,690	57	(1,633)	-96.62 %
77010 - Signage	1,167	-	(1,167)	-100.00 %
77420 - Materials	1,700	-	(1,700)	-100.00 %
Total Material and Supplies	4,557	57	(4,499)	-98.75 %
Redistribution				
90100 - Redist-Facly	92	-	(92)	-100.00 %
Total Redistribution	92	-	(92)	-100.00 %
Rentals and Leases				
74000 - Leases Equip	-	-	-	0.00 %
74040 - Leases Prop	2,091	5,983	3,892	186.11 %
Total Rentals and Leases	2,091	5,983	3,892	186.11 %
Reserve Contributions				
91111 - Cont To Frmmkt Rsvf	750	-	(750)	-100.00 %
Total Reserve Contributions	750	-	(750)	-100.00 %
Transaction Charges				
71540 - Pmnt Process Fees	-	195	195	100.00 %
Total Transaction Charges	-	195	195	100.00 %
Utilities, Tax and Insurance				
72520 - Natural Gas	-	-	-	0.00 %
72540 - Water / Sewer	-	-	-	0.00 %
72560 - Hydro	1,527	825	(701)	-45.95 %
72580 - Telephone	203	-	(203)	-100.00 %
72630 - Insurance	798	-	(798)	-100.00 %
Total Utilities, Tax and Insurance	2,528	825	(1,703)	-67.35 %
Write Offs				
78840 - Write Off Gen	342	-	(342)	-100.00 %
Total Write Offs	342	-	(342)	-100.00 %
Total Expenses	67,324	16,697	(50,627)	-75.20 %
<b>Net Total</b>	<b>691</b>	<b>(16,697)</b>	<b>(17,388)</b>	<b>-2,515.02 %</b>



- 1.
2. Buskers. We need to reevaluate the busking licensing program we have had in place. In the past, the office would audition people to give them their license that would be good for the entire BIA. One problem that kept getting worse over the years is that some people would be brought into the office to get a license to make it okay for panhandling; they were busking not panhandling then. We also had a few instances last year of aggressive buskers that believed they had territory for their busking, and when asked to leave were very confrontational and displayed aggressive behaviour. The options that we appear to have are the following:
  - a. Continue the program as is from previous years
  - b. Allow individual businesses to choose who they want in front of them. We could assign licenses if a business approves the spot in front of them. This could lead to confrontational behaviour to the businesses, though.
  - c. Cancel busking licenses throughout the downtown. I have not been able to find a by law that is in place throughout the City. We would have to follow up with the City about what would happen if remove ourselves from the licensing process.
3. Orillia's Great Garage Sale. This is a City wide event that will be occurring on June 15th. We were planning on having a sidewalk sale to coincide with the Port's Christmas in June on the 22nd. How do we want to tie in to the Garage Sale, and what impact will that have on the planned sidewalk sale
4. Doug Cooper, re: Parking Advisory Report.
5. Ruth Howorth, re: Chamber of Commerce Report.
6. Working Group Reports:
7. Michael Fredson, re: Hiring. Patty Hayes has received 3 resumes; two of which have previous BIA experience. Patty reported that she will be conducting interviews on March 18th and 19th. She will then report back to us regarding her initial interviews. We also need to make some decisions surrounding benefits for our employees. Previously, we have had some issues getting together a benefit package for them; mainly administrative ones regarding the complicated relationship of our financials with the City. Currently, there are two options that are a good fiscal choice for us:
  - a. a Health Spending Account (HSA). This is a benefit tool where we set aside a certain amount of money that an employee can claim throughout the year on whatever medical expenses they would like to claim. It's a more flexible option for employees to use it for whatever expenses they would like to, and it is usually cheaper for a smaller number of employees.
  - b. the Sandbox Centre in Barrie is a business development organization that we could join as a member and it would allow us to access a suite of membership perks; the main one for this conversation being to join onto a group benefit plan that would be easier/cheaper than going solo like we tried.
8. Michael Fredson, re: Advertising. Without staff in place yet, we need to make some decisions surrounding our general advertising strategy this year. Some pieces are coming up for renewal and we have to have a plan going forward for where/how we are going to spend out advertising dollars. Currently in front of us are two advertising opportunities that we need to decide about:
  - a. PosterMap Guide to Orillia & Lake Couchiching
  - b. Explore Orillia 2024

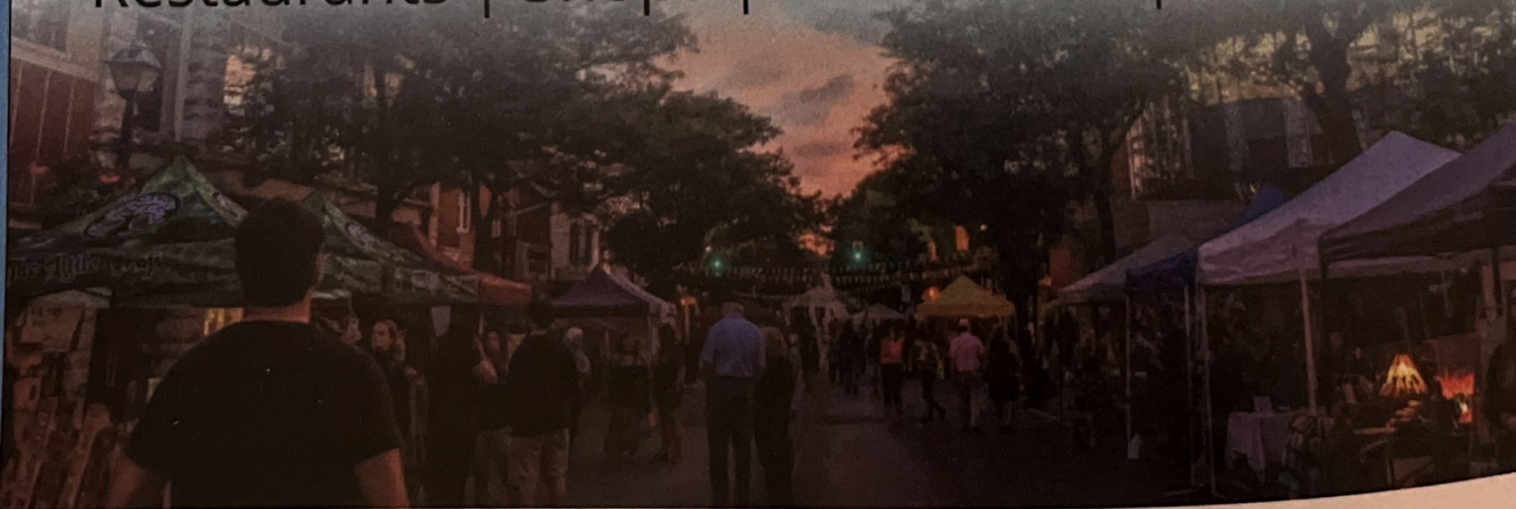


# DOWNTOWN Orillia

## Downtown Orillia - The Place to Be

Historic Downtown Orillia is so much more than just a downtown core. Just steps from the ever popular Orillia waterfront, the downtown has expanded and evolved into the go-to place for dining, shopping, specialty venues, museums, art, and so much more.

Restaurants | Shops | Waterfront | Galleries



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**AUGUST 13, 2022**



PRIZES - CONTESTS - MUSIC  
RESTAURANTS - AWARDS

Door Prizes Galore!  
Trophy Presentation at 4pm!  
Live Music All Day!

**400**  
Classic  
Cars!

\$20 Car  
Registration  
Fee

Great  
Shopping  
& Food!