



Downtown Orillia Business Improvement Area

Regular Board Meeting
Tuesday, April 16, 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. Pierre Ragot, Director of Sales re – Hello Gift Cards
2. Marlow Devine, Owner of Paper Planes Play Café re – Pirate Fest

Minutes

1. Regular Meeting – Tuesday, March 19, 2024
2. Special Meeting – Tuesday, April 2, 2024

Closed Session

Motion to Move into Closed Session

THAT, pursuant to Section 239(2)(b) of the *Municipal Act*, 2001, S.O. 2001, c.25, notice is hereby given that this Committee intends to hold a closed session meeting today in the DOBIA Office, to deal with matters pursuant to Section 239(2)(b) of the said Act (personal matters about an identifiable individual, including municipal or local board employees).

Closed Meeting Items

Motion to Rise to Open Session

Motions Arising from Closed Session

Correspondence- Information Items

1. Rory Bulmer, Assistant to Mayor and Council re – Tag Days Permit for 2024
2. Michael Ladouceur, Director Business Development and Economic Development re – OSUM Downtown Badge Flash Discounts

Correspondence- Action Items

1. Dave Roulston, Publisher re – Exp orillia (*sic*) magazine update request car shows

Reports

1. Darcy MacDonell re – Financial
2. Doug Cooper and Megan Murray re- Transportation Advisory Working Group
3. Ruth Howorth re – Chamber of Commerce Report
4. Councillor David Campbell re – Council Liaison Report
5. Working Group Reports
 - a. Ruth Howorth and Megan Murray – Easter Event Feedback and Debrief
 - b. Michael Fredson and Jeff Gilbert re – Vintage Market and Mariposa Folk Fest
 - c. Michael Fredson and Jeff Gilbert re – Car Show & Starry Night
 - d. Ruth Howorth and Jennie-May Banks re – Chamber of Commerce Tie-In Events
 - e. Doug Cooper, Jenna French and Darcy MacDonell- Summer Saturday Night
6. Michael Fredson re – Community Safety Initiative
7. Michael Fredson re – Alleyways
8. Michael Fredson re – Birds in the Downtown

Deputation Motions

Date of Next Meeting

Tuesday, May 21, 2024, at 5:30PM at the DOBIA Office Boardroom.

Adjournment



Gift-Card-as-a-Service

Local Gift Card

Innovation at the service
of economic development

hellonetwork.ca

Confidential



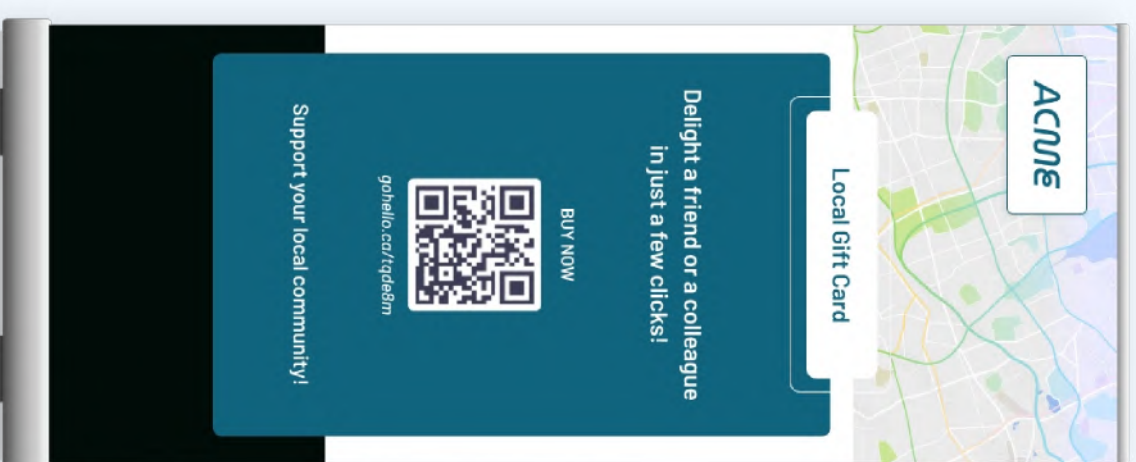
A turnkey approach

The Hello solution has been designed to be deployed effortlessly on your part.

Your organization

Promotion

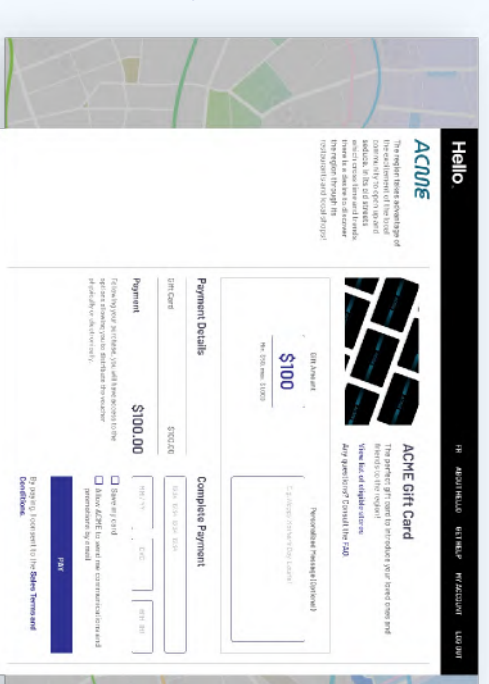
- Website
- Newsletters
- Conferences
- Word of mouth
- Traditional or digital marketing



Hello

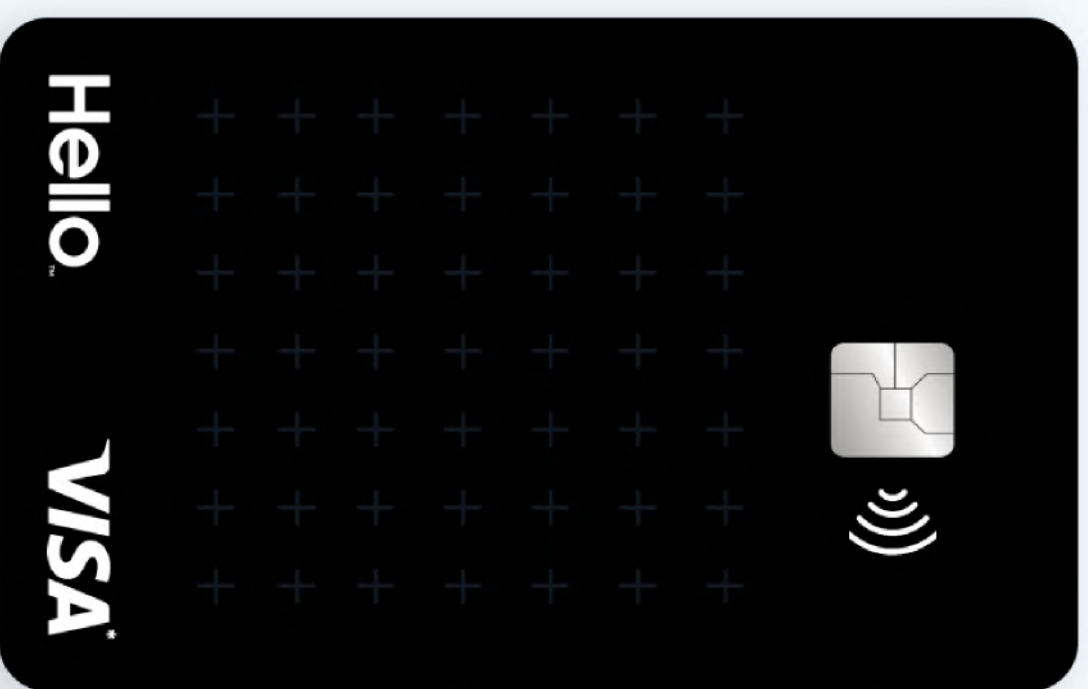
Operations and transactions

- Merchant activation (without physical integration thanks to Visa).
- Deployment of a transactional microsite reflecting your brand.
- Card processing and shipping.
- Support and service to consumers, merchants and employers.
- Reconciliation and accountability.
- Marketing support (e.g. promo material).



An innovative and eco-friendly solution

Hello's reloadable prepaid card features multi-wallet proprietary technology running on the Visa payment network.



ACME	
Local gift card	\$45.17
Gourmet promo	\$120.00
Entertainment promo	\$250.00

How it works

1. **A single reloadable Hello card** per consumer for all your initiatives.
2. Each card must be **activated by the consumer** (data, communications and loyalty).
3. **Merchants are integrated quickly** through their unique Visa terminal ID.

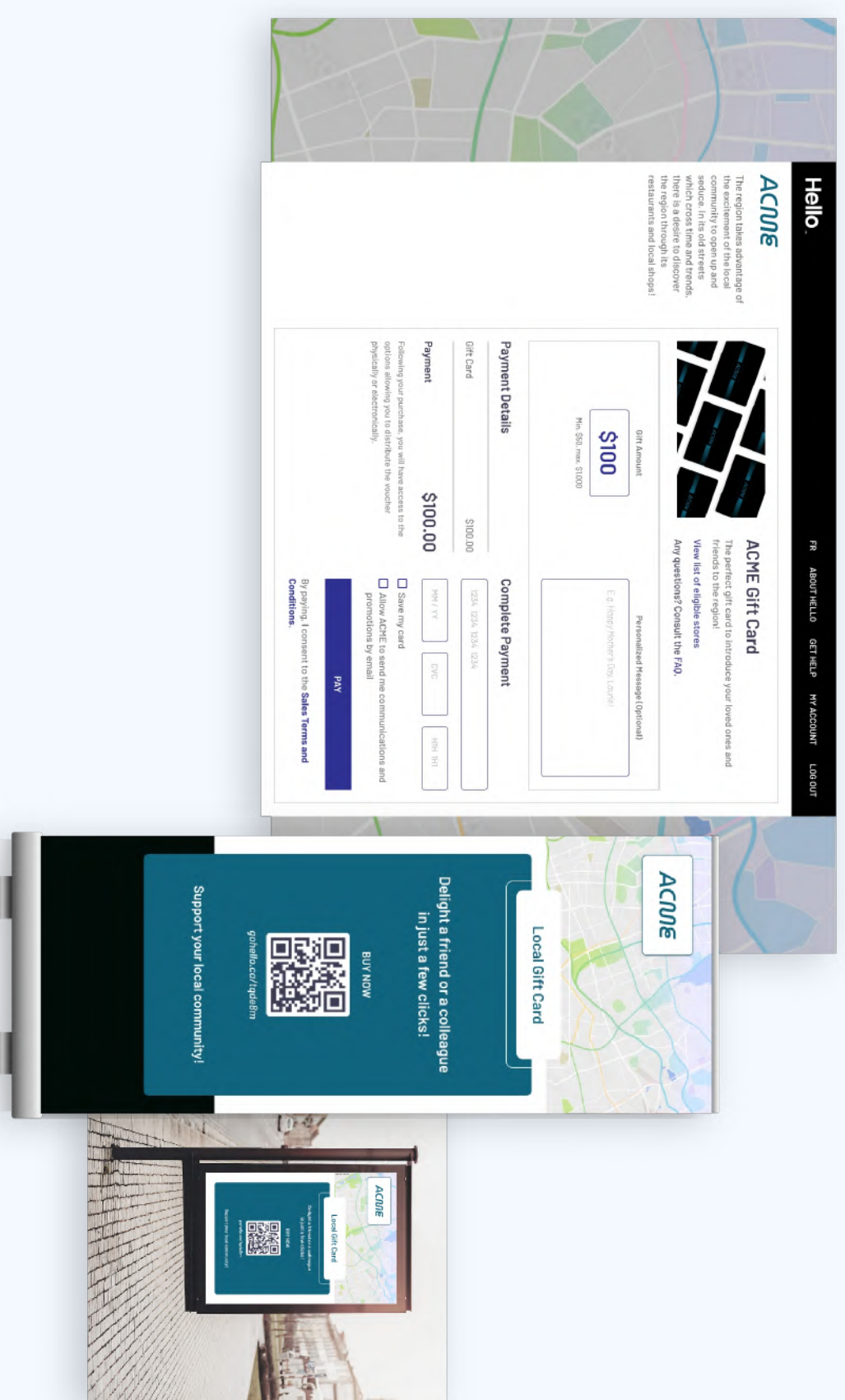
Each initiative has its parameters and data :


- Personalization (e.g., name, images...)
- Restrictions policy (e.g., eligible merchants)
- Funding policy (e.g., just-in-time disbursement of funds)
- Expiration policy (e.g., expires after 12 months)
- Dashboards and reports (e.g., amounts spent in each merchant)

An integrated platform with your brand

Consumers

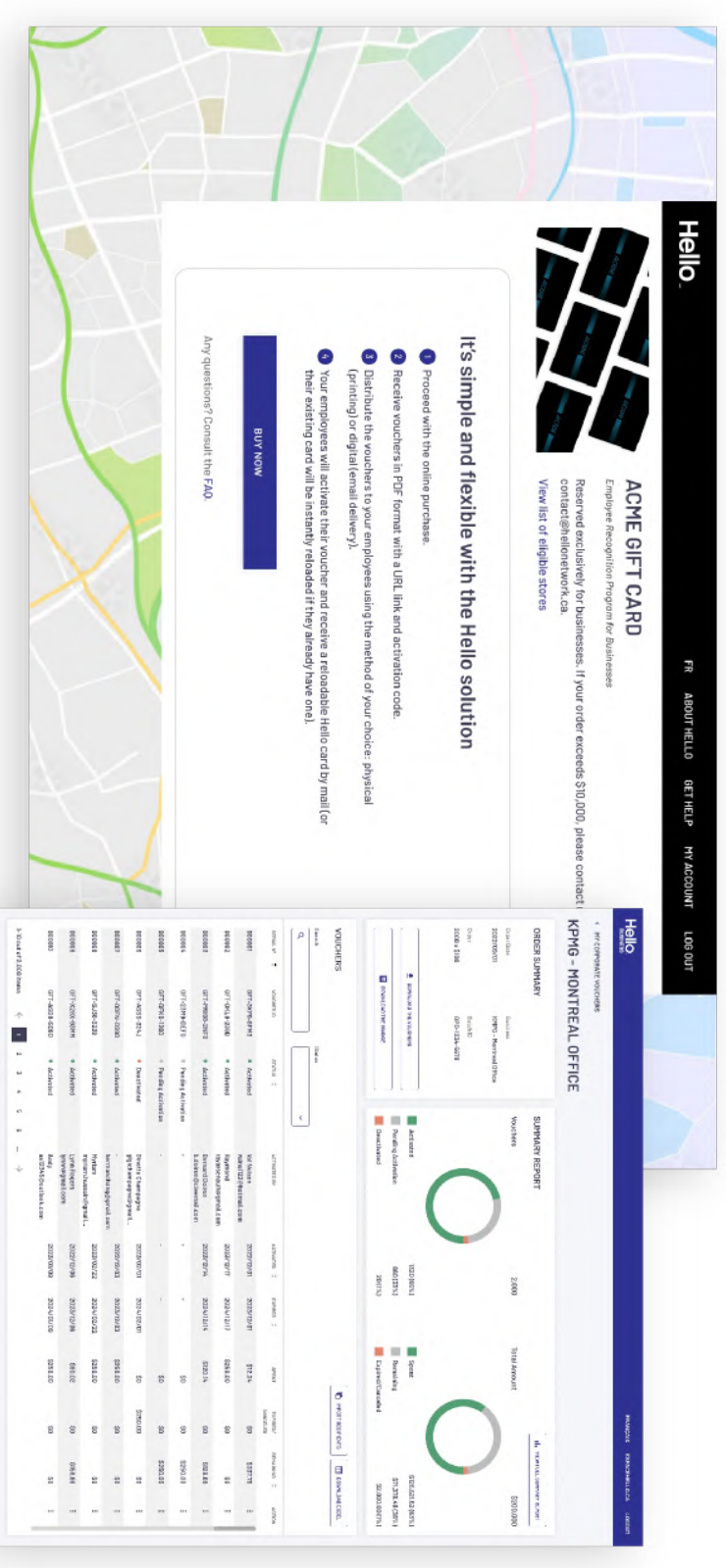
User-friendly web interface with your brand image for selling gift cards to consumers.



 A 2-in-1 solution for consumers and businesses.

Corporate (e.g., employers)

An employee recognition solution that allows you to contribute to the vitality of the local community. It's a win-win!



Non-taxable
up to \$500!

Hello's solution meets the requirements of Revenu Québec and the Canada Revenue Agency to qualify employee gifts and rewards, up to \$500 per year, as non-taxable benefits. See Appendix B.

An easy-to-purchase and easy-to-use gift card

Whether as a consumer for a friend or as a business for its employees, the process of purchasing, distributing and using the gift card is straightforward.

User experience flow

PURCHASE



DISTRIBUTION



ACTIVATION



CARD / RELOAD



USE

Consumers

PDF Voucher

Online

Existing user (reload card)

In store

A screenshot of a web page for purchasing a gift card. It shows a 'Gift amount' of \$75, a 'Gift Card' value of \$75.00, and a 'Complete Payment' section with options for 'Check my card' and 'Allow ACME to store my account details and provide my email'. There is a 'PAY' button at the bottom.

Corporate

A screenshot of a PDF voucher for an ACME gift card. It displays the ACME logo, the amount \$75, a QR code, and the alphanumeric code ABKT-KTVZ. It includes instructions on how to activate the voucher and a 'DON'T HAVE A HELLO AND PAY?' link.A screenshot of the 'ACTIVATE YOUR VOUCHER' page. It features the ACME logo and a message: 'The perfect gift card to introduce your loved ones and friends to the region! View list of eligible stores'. There is an 'Activation Code' input field and a 'SUBMIT' button. A checkbox allows the user to 'Allow ACME to send me communications and promotions by email'.A screenshot of the 'New user (get card)' page. It shows a success message: 'The voucher has been successfully activated! Balance \$75.00'. Below this, it says 'Your Hello account has been updated. You can view your balance in the My Account section of in the Hello View the list of eligible stores Go to My Account to view your balances'. There is a 'GET MY CARD' button.A screenshot of the 'Order Details' page. It includes a note: 'Reserved exclusively for businesses. If your order exceeds \$10,000, please contact us at contact@hellonetwork.ca. You have questions? Check out the FAQ.' Below this is a section 'Information about the order' with 'Quantity' (30), 'Amount' (5), and 'Sub-total' (\$5,000.00). There is a 'PAY' button.

Options to print, download or send directly by email.

Simple activation by the user with an 8-digit code.

Card shipping or reloading

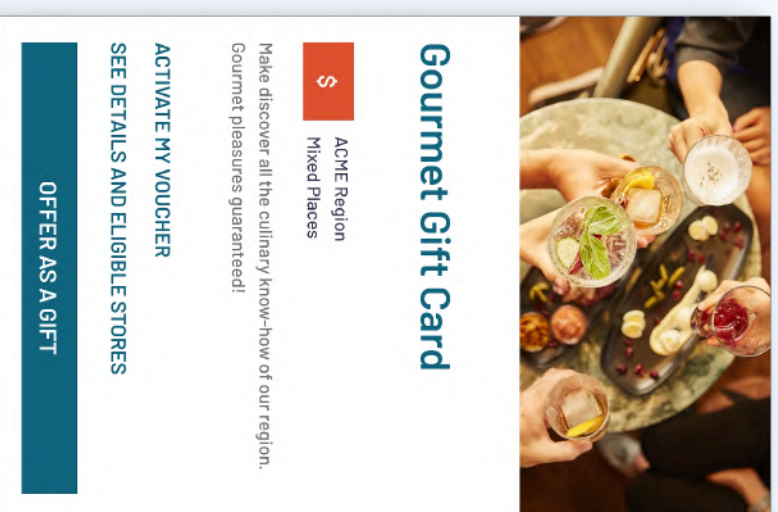
SMS alert or push notification, (if mobile app's installed.)



Integrated marketing features

Hello offers a variety of tools to maximize the performance of your program.

Themed gift cards



Give your buyers the choice to choose exactly what they want to offer their loved ones!

Buy local campaigns



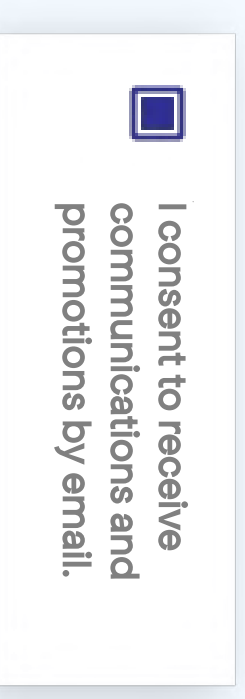
Deploy your subsidies or marketing budgets directly in your community. And get measurable results.

Trackable QR codes



Make your program known everywhere: on the street, in businesses, etc. And measure their level of effectiveness!

Electronic communications




Build a relationship with your community and keep them informed of the latest developments in your community.

Rich and real-time insights


Measure the impact of your program, discover your consumers and stay engaged with them.

Consumers

- Full name
- Email address
- Purchase history



Balances

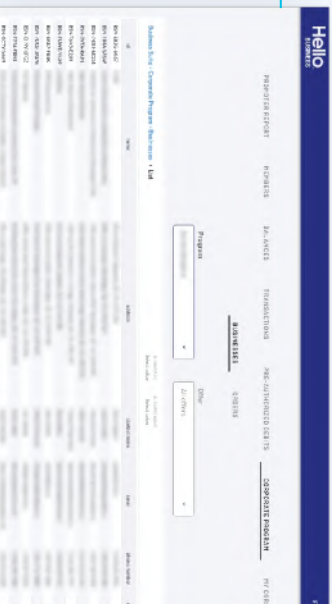


In-store transactions

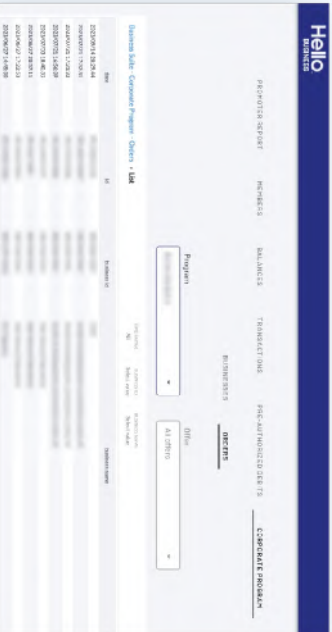


Businesses

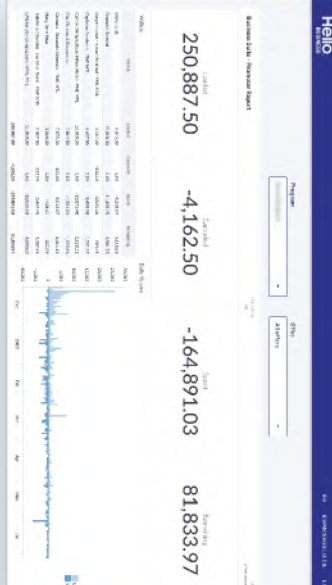
- Business name
- Contact info
- Purchase history




Corporate orders



Promoter report



-  All the data can be :
- visualized in real-time
 - filtered / segmented (e.g., by date)
 - exported (e.g., Excel)

- Performance
- Sociodemographics
- Consumer preferences

Customer service is our business

Free your organization from this responsibility and focus on high value-added tasks.



We are the experts

Our team fully understands the product and is trained to handle customer requests.



We are empathetic

Our agents demonstrate empathy toward customers and a genuine desire to meet their needs.

Customer support is an opportunity to create a memorable experience for customers at a time when it is generally overlooked by businesses.



We are efficient

Our staff aims to resolve customer issues in less than an hour.



We follow up

We regularly follow up with customers to ensure their satisfaction.

Support local businesses

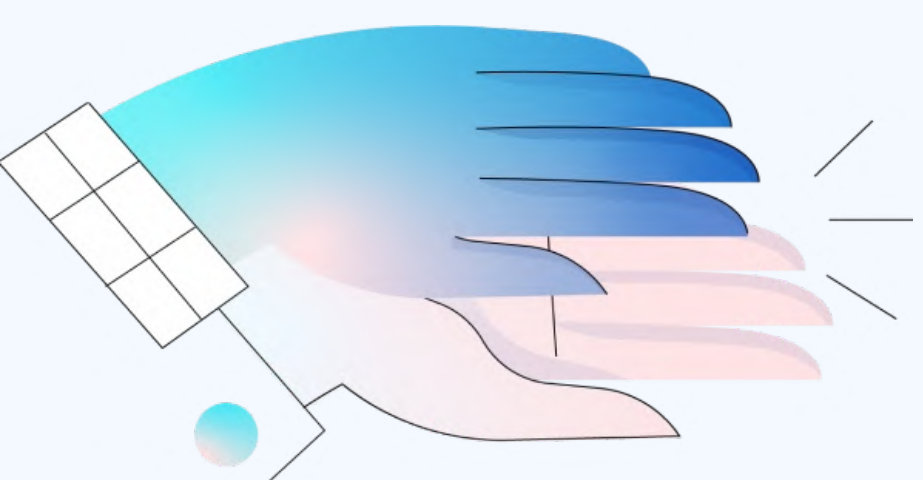
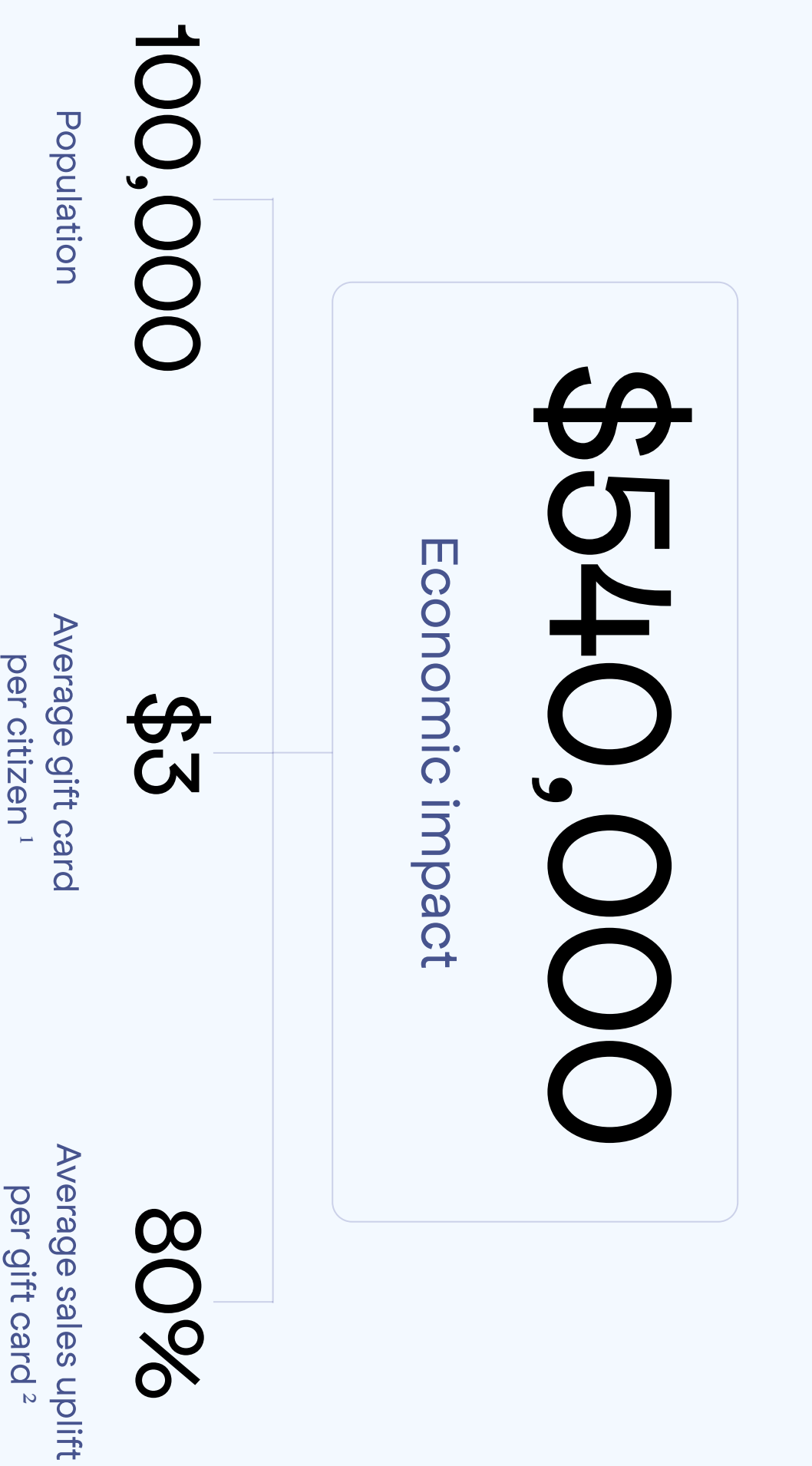
Help your network of local merchants against online shopping.



Hello is a proud Canadian company that has empowered more than 4,000 local businesses since 2018.

Generate economic impact

Per 100,000 population in a region on an annual basis:



The gift card in Canada ³

That's more than \$10 billion in sales per year. Around 40% of sales come from the corporate sector.

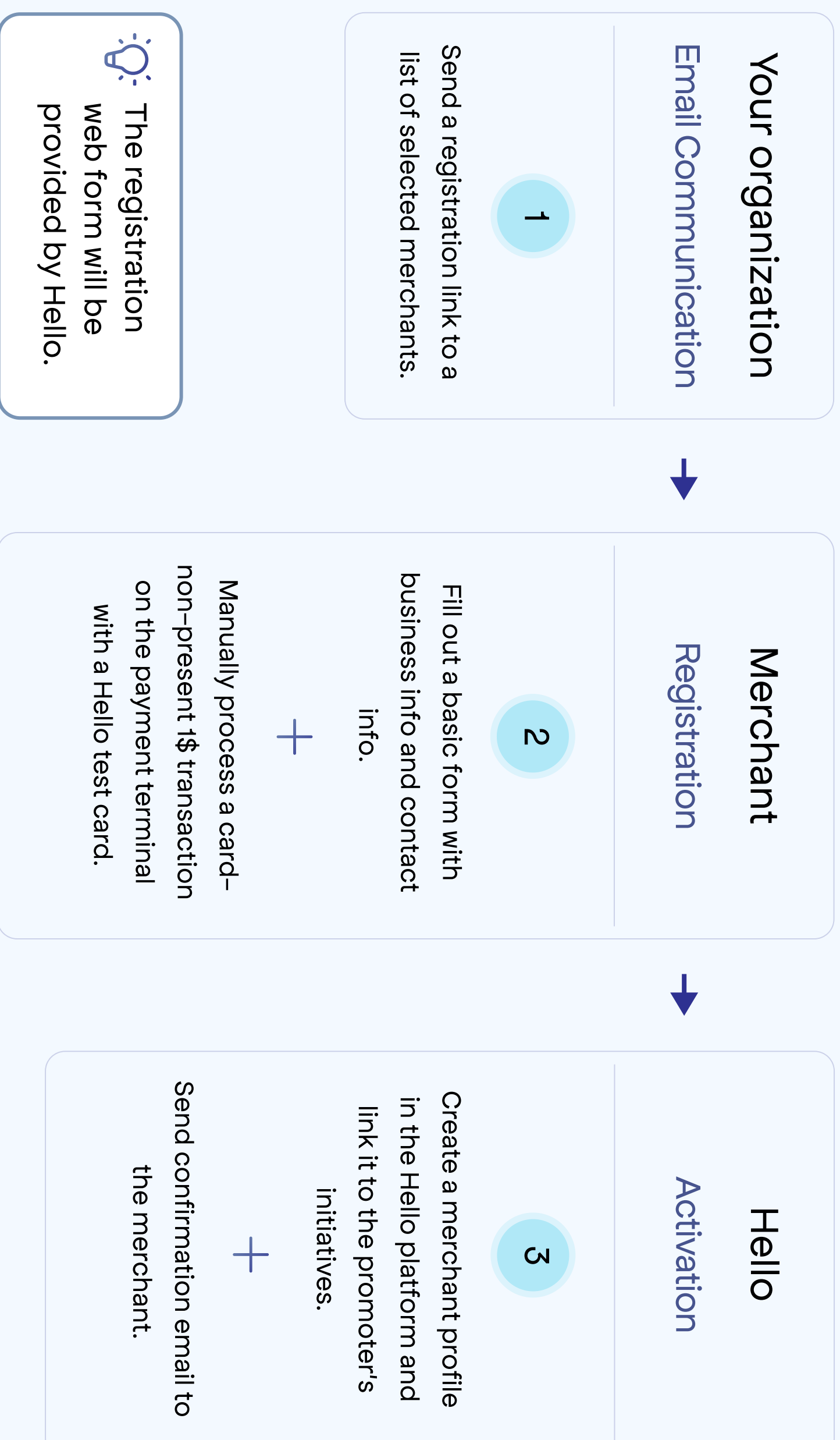
¹ Based on data aggregated by Hello for local gift cards.

² Source: PayNxt360, Country intelligence report 2017-2026.

³ Source: PayNxt360, Country intelligence report 2017-2026. Includes all types of gift cards.

Merchant Registration Process

Registration Flow



Merchant Registration Email Template

Content

We are proud to announce a new collaboration with the Hello company.

Hello has created a new generation of gift cards to help local businesses such as yours.

This collaboration means significant benefits for your business:

- Acquiring new customers*
- Increasing sales in your business*

The Hello platform is based on a prepaid and reloadable card that runs on the Visa payment network. The Visa logo is printed on the card so that it can be processed by your staff like any Visa credit card. No changes are therefore necessary to your POS terminal, and by extension, to the way you receive transaction funds, handle payments, and process refunds.

In short, new sales without effort!

To benefit from these initiatives, you must register your business by clicking on the link below and you will obtain instructions to test your POS terminal with a Hello test card. The operation is safe and requires no further intervention on your part.

[*CLICK HERE TO REGISTER YOUR BUSINESS*](#)

If you would like more information on the registration process you can contact Hello at integration@hellonetwork.ca.

Hello™

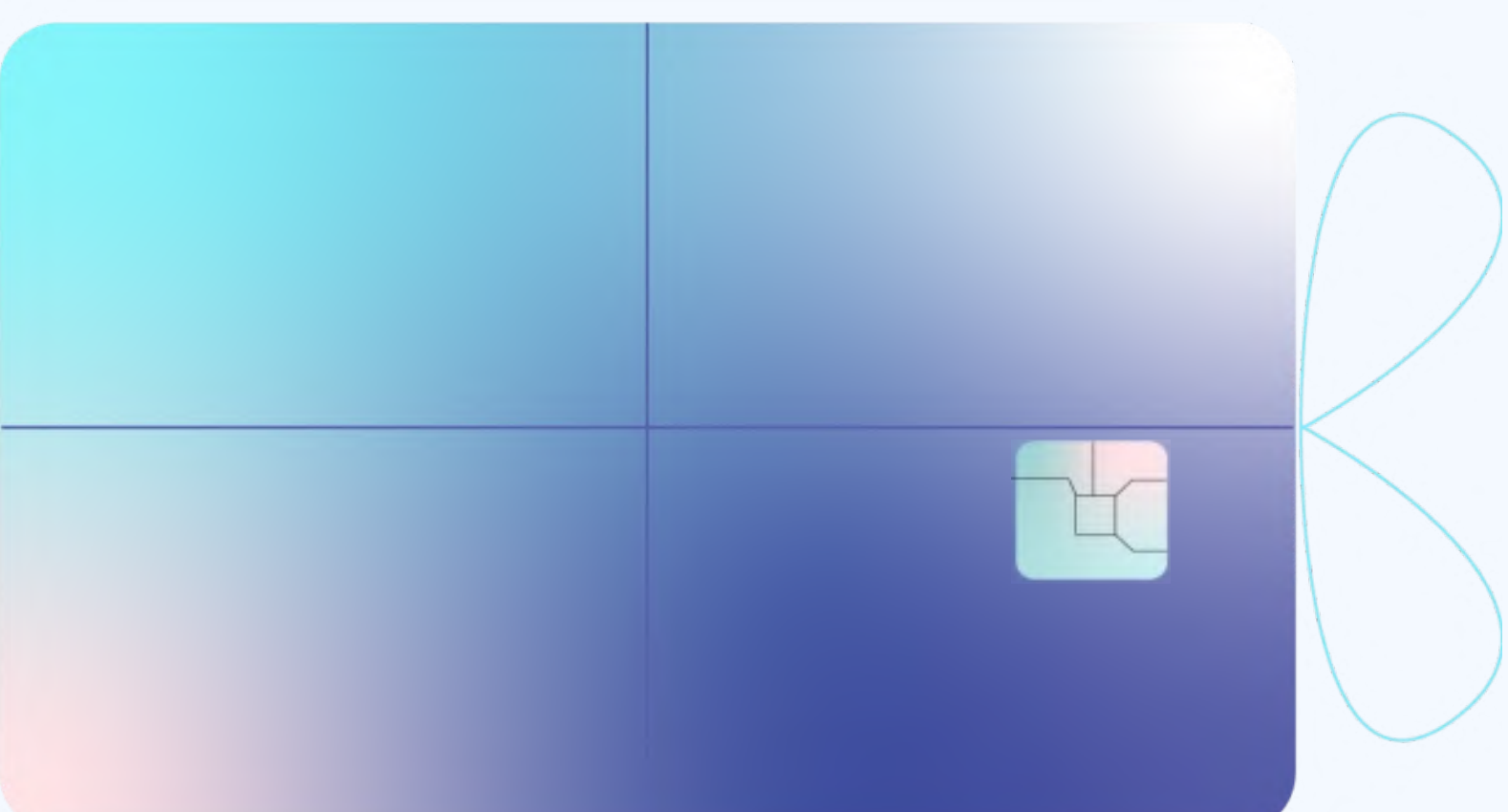
Thank you!

PIERRE RAGOT

Business Development Director

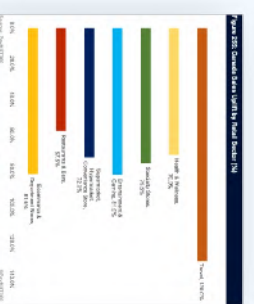
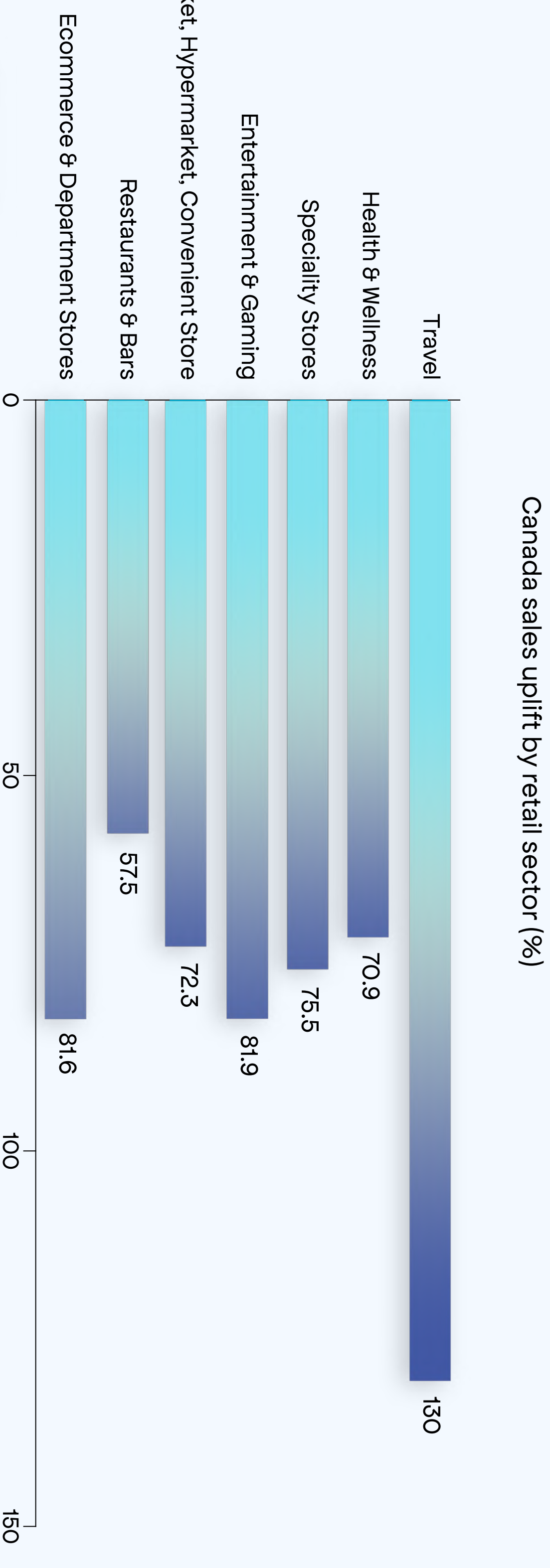
pragot@hellonetwork.ca

438-260-0055



Appendix A

Sales uplift by retail sector
(market research)



Source: Pay/NXT360

Appendix B

Recently communicated by the Canada Revenue Agency (such as Revenu Québec), gift cards can qualify as non-taxable benefits under certain conditions (up to \$500 annually):

- It cannot be related to the employee's job performance;
- The gift card must be for a predetermined amount;
- It can only be used to purchase goods or services from a single retailer or a group of retailers;
- The terms and conditions of the gift card clearly state that amounts loaded to the card cannot be converted into cash;
- The employer maintains a log to document the following information: the name of the employee who received the gift card, the date it was issued, the reason it was issued, the type of gift card, the amount of the gift card, and the name of the retailer (or retailer group).

Sources

RQ: <https://www.revenuquebec.ca/en/businesses/source-deductions-and-employer-contributions/special-cases-source-deductions-and-employer-contributions-in-certain-situations/taxable-benefits/list-of-taxable-benefits/other-benefits/gifts-and-rewards/>

ARC: <https://www.canada.ca/en/revenue-agency/services/tax/businesses/topics/payroll/benefits-allowances/gifts-awards-social-events/gifts-awards-long-service-awards.html>

Deputation - April 16th**Request By:**

Marlow Devine, Owner of Paper Planes Play Cafe, 178 Mississaga St. E

Request being made:

Full Street closure of Mississaga St E from Front St - Albert St, including Peter St South to Colbourne. On August 31st, all day (Summer Nights to continue at 5pm)

August 31st is the Saturday of the well attended Pirate Festival in Couchiching Park. Connecting the events in the park, to the main street, will be a financial benefit for vendors on the main street who chose to participate (and even to those who don't). This is a way we can showcase our downtown, have a clear theme and activities that makes it easy to participate, and build a popular event for Orillians year over year. Other pirate festivals held in North America have grown in popularity and have brought in a large revenue. With the BIA supporting this closure we will be able to combine the marketing power (and dollars) of the Chamber, Lake Country, and the BIA.

Support has been given from Allan, at the Chamber, Ryan Lay, Manager of Economic Development Board, and Allison Bradford, Culture Coordinator for the City of Orillia.

I have reached out to some downtown businesses to assess support for the event, I received support from numerous businesses on all of the blocks (I didn't reach out to everyone, or any businesses that have a member on the board).

Businesses in support:

Bakes By the Lake
My Moon Collective
Beholders Barber
Florillia
Lonewolf
The Ticking Stripe
Rind and Truckle
Pocket and Vintage
Studio 11
Birdhouse
Sanafir

DWN Chocolate
The Kitchen Store
December Sun
Black Dog Tattoos
Blossom Plant and Goods
Uptown Living
Ever After Bridal
Paper Kapers
CC pants
Coach House Kids
Fabstyle

Day of Support:

Marlow Devine, Scott Bohanna, Evan and Sheila Devine, David and Nancy Campbell, Allison Bradford, Marley Lauro, Kelsey Beasley, Nicole Burch.

**Plans to form a committee for additional support

Marketing Ideas

Creating a specific Facebook Page for event (all updates here)

Social Media Giveaway - Create a post advertising the event, and \$100 downtown dollars will be given to someone who tags a friend/shares post. This has a wide reach.

Create posters early. People make plans in the summer and we want this to be in their plans

Chamber already promotes with a lot of signs along major routes.

Rough Event Planning

Peter Street South - "Rough Seas Ahead" theme

- A variety of games for kids
- Jellyfish decorations to hang
- Underwater themed cutouts
- Message in a bottle craft
- Photo ops
- Mermaid?
- Dig for shells in sandbox

Peter to West

- Stage area- musical performance for adults and kids throughout the day
- General seating area so people can get food from a variety of places and gather to eat. This could also benefit 241, Pita Pit, and Oscars Variety on this block
- Interactive signs and activities "Whats your pirate name" "How to speak like a pirate"
- Potentially the Farmers market would like to join on the main street for the morning
- Balloon Cannonball Toss Competition- Line up throwing a balloon back and forth till one team remains (gets a prize)
- Other community members may want to do something on this block. Yoga, titanium dance, Sharks Cheerleading, Bike Stop, St. Pauls....

Andrew St- Albert St

- Possibly have speaking of wildlife do a birds of prey show
- Kids activities - Walk the plank- balance beam over a tarp and a few obstacles.
- Build little ships and race them down a trough.
- Bubbles and Chalk.

Throughout Downtown:

- Have a march from Albert St to the park at 10am to join the festivities there.
- Throughout downtown have a "X marks the spot" treasure hunt. Similar to easter egg hunt but when they see the pirate flag on the pole and lift open a chest they write down a letter to make a word (that way no one needs to mind the station)
- Sponsorship opportunities for businesses to have a pirate setup and advertise
- Decorations throughout downtowns

Ideas for businesses:

Restaurant - Oyster Shucking, themed drinks, competitions, Grub and Grog, sea shanty, Pirate after party, themed food to go...

Retail- Pirate themed items, colouring sheets, flags, swords, Pirate pants, set up something interactive

Hairdresser - Mermaid coloured temp hair, mermaid braids, beard trimming...

Tattoo - Temporary pirate tattoos

Library- last year did eye patch and flags

Nomad - Makers market?

MINUTES

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area
Tuesday, March 19, 2024

Present: Michael Fredson, In the Chair
Jeff Gilbert, Vice Chair
Councillor David Campbell
Megan Murray, Secretary
Darcy Macdonell, Treasurer
Jenna French, Director
Doug Cooper, Director
Ruth Howorth, Director
Jennie May Banks, Director

Absent:

Open Session

Chair- Michael Fredson

Call To order

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

Approval of Agenda

Moved by David Campbell, seconded by Darcy MacDonell.

THAT the Downtown Orillia Business Improvement Area approve the agenda for the March 19, 2024, with the following change that the Minutes to be approved are for February 20, 2024 not February 16, 2024.

Carried

Disclosure of Interest

None declared.

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

Closed Session Items

None.

Reports

Moved by Jennie-May Banks, seconded by Ruth Howorth

“THAT the Financial Report for the period from January 1, 2024, To February, 29 2024, be received as presented.”

Carried.

Moved by Ruth Howorth, seconded by Darcy MacDonell

“THAT the report regarding Buskers be received as presented.

AND THAT that DOBIA introduce a Busking pilot project for 2024 with 10 licenses created. Five licenses designated for musical performance and 5 licenses designated for performance art. All licenses require a \$25 administrative fee.

AND THAT auditions be required to receive licenses, scheduled auditions held May 1st - May 15th, 2024.”

Carried.

Moved by Jeff Gilbert, seconded by David Campbell

“THAT the report regarding the “Great Orillia Garage Sale,” be received as information.”

Carried.

Moved by Ruth Howorth, seconded by Jennie-May Banks

“THAT the information on the reorganization of the City of Orillia Committees be received.

AND THAT a Special Meeting be held to meet with city staff regarding the draft staff report related to on street parking.”

Carried.

Moved by Ruth Howorth, seconded by Darcy MacDonell

“THAT the Working Groups reports be received.

AND THAT the following dates be submitted to the City of Orillia for Street Closure application:

- Every Saturday in the Summer 5-11, June 29th to Labour Day Weekend Matchedash to Peter and Peter South, West to Andrew St.
- Mariposa Market Friday and Starry Night July, 5 9AM-11PM miss. Match-peter +peter St. S
- Car Show and Starry Night Aug 24 Front to Albert inc. Peter 5AM-11PM”.

Carried.

Moved by Jennie-May Banks, seconded by Darcy MacDonell

“THAT the Chamber of Commerce report be received.”

Carried.

Moved by David Campbell, seconded by Ruth Howorth

“THAT the report regarding hiring be received.

AND THAT a Hiring working group consisting of the following members be struck:

- Michael Fredson, Chair
- Darcy MacDonnell, Director
- Ruth Howorth, Director

Carried.

Moved by Megan Murray, Seconded by Ruth Howorth

“THAT the report regarding advertising be received.

AND THAT advertising decisions for 2024 be deferred until staff are in place and the rebranding process is complete.”

Carried.

Moved by David Campbell, seconded by Ruth Howorth

“THAT further options for health care plans be reviewed and reported back to the board.”

Carried.

Correspondence Items

Moved by Jeff Gilbert, seconded by Darcy MacDonell.

“THAT, the correspondence from Michael Ladouceur, Director of Business development, Tourism and Modernization regarding the clean-up of the Sir Sam Steele building be received.

AND THAT the DOBIA contribute \$2500 out of the 2024 Budget towards the cleaning of all alleyways withing the BIA Boundaries.

AND THAT the timing of the cleaning would be within the first two weeks of May.

Carried.

Correspondence- Action Items

“THAT, the correspondence from Kevin Gangloff of the Roots North Festival be received.

AND THAT the subsidy program, whereby 50% of the cost of live music performances for membership of the BIA be reimbursed by the DOBIA up to a maximum total of \$5000.00”

Carried.

Deputation Motions

Moved by Ruth Howorth, seconded by Jennie-May Banks

“THAT the deputation from Elena Villalba of Uptown Living regarding a potential 2025 Summer Event be received

AND THAT the event be referred to the 2025 Events Working Group when struck.”

Carried.

Moved by David Campbell, seconded by Ruth Howorth

“THAT the deputation from Janette MacDonald, Miconex Business Development Manager regarding a Downtown Orillia Gift Card program be received.

AND THAT the board continues to investigate Gift Card programs.”

Carried.

Moved by Ruth Howorth, seconded by Megan Murray

“THAT the deputation from Mina Fayez and Wendy Hembruff of Simcoe County, Social and Community Services Division regarding the Community Safety Initiative be received”.

Carried.

Date of Next Meeting

DATE at TIME in the DOBIA Boardroom, DOBIA Office.

Adjournment

Moved by Megan Murray, seconded by Jennie-May Banks.

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 9:50PM

Michael Fredson,
Chair

MINUTES

Minutes of the Special Meeting of the Downtown Orillia Business Improvement Area
Tuesday, April 2, 2024

Present: Michael Fredson, In the Chair
Jeff Gilbert, Vice Chair
Councillor David Campbell via Teams
Megan Murray, Secretary
Darcy Macdonell, Treasurer
Jenna French, Director
Doug Cooper, Director
Ruth Howorth, Director via Teams
Jennie May Banks, Director via Teams

Absent:

Open Session

Chair- Michael Fredson

Call To order

The meeting was called to order at 1:08PM.

Approval of Agenda

Moved by Jennie May Banks, seconded by Jeff Gilbert.

THAT the agenda for the Downtown Orillia Business Improvement Area Board meeting held on April 2, 2024, be approved as distributed.

Carried

Disclosure of Interest

None declared.

Deputations

None.

Closed Session Items

None.

Motions

Moved by Doug Cooper, seconded by Jenna French.

“THAT the DOBIA recommends Option 2 with the Colbourne spaces being priced at the on-street low utilization rate (currently at \$1.75 per hour). This will help with parking familiarization before major construction for the Downtown Streetscape revitalization, as well as helping increase traffic calming measures.

AND THAT the spaces at the Post Office be left as free 5 minute spaces at this time.”

Carried.

Date of Next Meeting

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

Adjournment

Moved by Doug Cooper, seconded by Jeff Gilbert.

:

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 2:34PM

Michael Fredson,
Chair



Office of the Mayor

T: 705-325-2447
F: 705-325-5178
✉ mayor@orillia.ca
🌐 orillia.ca
📍 50 Andrew St. S., Suite 300,
Orillia, ON L3V 7T5

March 11, 2024

Jenny Marsden
NLCC Orillia Branch Treasurer
Orillia Navy League of Canada (NLCC 199)

Sent via email to: orillianavyleaguetreasurer@gmail.com

Dear Ms. Marsden:

Re: Tag Days Permit for 2024

This is to acknowledge receipt of your correspondence with respect to the above request.

It is understood that Tag Days are an important part of your fundraising efforts. As such, subject to the approval and policies of the property/business owners where the tagging is to take place, I am pleased to confirm that the Navy League of Canada, NLCC 199 Orillia are authorized to hold Tag Days on Friday, May 24, and Saturday, May 25, 2024, as well as October 4, and October 5, 2024.

If you have further questions, please do not hesitate to contact me at rbulmer@orillia.ca.

Kindest regards,

Rory Bulmer
Executive Assistant to Mayor and Council

:rb

Attach.: Tag Days Policy 1.10.3.1.

Copy to: Downtown Orillia Management Board
Orillia Detachment - O.P.P.



CITY OF ORILLIA POLICY MANUAL

Part	1	General Government	1.10.3.1.
Section	10	Regulatory	
Sub-Section	3	Tag Days, Flags, Proclamations	
Policy	1	Tag Days	

Page 1 of 2

1. The Tag Day Policy shall be administered by the Mayor's Office. All actions and decisions of the Mayor's Office may be appealed to Council.
2. Tag Days shall be allowed every weekend. A weekend is deemed to include Friday and Saturday but excludes Sunday.
3. Organizations will not be assigned more than one Tag Day weekend in any calendar year with the exception of the Salvation Army...and the Muskoka North Simcoe Unit of the Canadian Cancer Society (maximum of 2).
4. Tag Days shall be assigned on a first come first serve basis for the current year.
5. Applicants shall forward their request to the Mayor's office no later than 2 weeks prior to the event.
6. Applications shall not be considered prior to December 31 for Tag Days for the following year.
7. Subject to Clause (8) herein, Tag Days will be assigned as requested. If more than one organization has requested the same date and a compromise cannot be negotiated between the applicants, the dates shall be assigned to the organization that first requested the date.
8. Subject to receipt of a letter of application for tag days, the following tag days will be reserved for the following organizations each year:
 - i) **Cancer Society:**
The first Friday and Saturday of April each year be reserved as the regular tag day for the Canadian Cancer Society, unless Easter falls on that weekend in which case the tag day will be assigned to the weekend following.
 - ii) **Orillia & District Literacy Council Inc.:**
The first Friday and Saturday of May each year.
 - iii) **Multiple Sclerosis Society:**
The second Friday and Saturday in May (Mother's Day weekend).
 - iv) **Information Orillia**
The third Friday and Saturday in June.
 - v) **Orillia Branch of the Ontario Society for the Prevention of Cruelty to Animals:**
The second Friday and Saturday of August

CITY OF ORILLIA POLICY MANUAL

Part	1	General Government	1.10.3.1.
Section	10	Regulatory	
Sub-Section	3	Tag Days, Flags, Proclamations	
Policy	1	Tag Days	

- vi) **Scottish Festival Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday before the Scottish Festival in July (weekend immediately following Canada Day).

- vii) **99th Lynx Squadron, Royal Canadian Air Cadets:**
The third Friday and Saturday in October.

- viii) **Scouts Canada:**
The second Friday and Saturday in October (Thanksgiving Weekend).

- ix) **Poppy Committee of Branch 34 of the Royal Canadian Legion:**
The Friday and Saturday of the weekend preceding Remembrance Day (November 11).

- x) **Salvation Army:**
The last weekend of November and the month of December for the Salvation Army Christmas Kettles.

THAT...the **Navy League of Canada, NLCC 199 Orillia** be authorized to tag more than one tag day weekend to a maximum of two, in any calendar year.

- (R. 2009-252 09.10.05)
- (R. 2009-331 09.11.30)
- (R. 2010-93 10.03.29)
- (R. 2011-28 11.01.31)
- (R. 2013-279 13.09.16)
- (R. 2015-38 15.02.09)
- (R. 2016-31 16.02.08)
- (R. 2016-73 16.04.25)
- (R. 2018-159 18.08.16)
- (R. 2019-94 19.05.06)
- (R. 2021-97 21.07.19)
- (R. 2023-144 23.06.05)

RE: Sign By-Law

Michael Ladouceur <MLadouceur@orillia.ca>

Thu 2024-04-11 4:08 PM

To: Michael Fredson <michael@manticorebooks.ca>

 1 attachments (740 KB)

Flash Your Badge Brant.pdf;

Hi Mike

We are hosting the Ontario Small Urban Municipalities Conference from May 1-3. We would love to incorporate a “flash your badge” program where the delegates (nearly 200 senior officials and politicians) can flash their accreditation at local businesses to obtain a discount.

Brant County did this program last year and were quite successful. I have attached their program to demonstrate what they did

I would love to have the BIA and its merchant join this program this year for Orillia. Many restaurants provided a small discount such as 10% off.

Is this something the BIA can help promote?



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





Dining Promotions

Discounts are available for Ontario Small Urban Municipalities Conference delegates.

(you must show your OSUM badge).

Valid April 26 – 28, 2023. No cash value. Not valid with any other offers.



Devlin's Country Bistro

Devlin's Country Bistro

📍 704 Mt. Pleasant Rd. Mt. Pleasant

☎ 519.484.2258

➔ devlinscountrybistro.com

Devlin's Country Bistro is an upscale dining restaurant situated in a 200-year-old century home. Famous for unique menu combinations, Devlin's is always serving fresh, local, and seasonal quality products. Call for reservations. **OFFER: 10%**

off entire meal excluding alcohol when a reservation is made, and you show your badge.

2 Rivers

📍 25 Grand River St. N. Paris

☎ 519.442.3233

➔ 2riversrestaurant.com

2 Rivers offers a variety of menu options. Enjoy a delicious meal overlooking the Grand River. Call for reservations. **OFFER: 20% off entire meal excluding alcohol. Reservations are recommended.**

Arepa Love

📍 11 Grand River St. N. Paris

☎ 519.209.5454

Gluten-friendly Venezuelan food with a delicious Serbian twist. Call for reservations. **OFFER:**

Free dessert with the purchase of an entrée.

Reservations are preferred.



Venezuelan Soup at Arepa Love

Camp 31 Barbecue

📍 22 Paris Rd. Paris

☎ 519.442.3560

➔ camp31.com

Camp 31 Barbecue is an award-winning Alabama style barbecue restaurant. Enjoy chicken, brisket, pulled pork, southern fried chicken, and house-made burgers.

OFFER: 10% off entire meal excluding alcohol. Reservations can be made on Google. No reservations on Fridays.

Capeesh! Craft Kitchen & Cellar

59 Grand River St. N. Paris

519.302.3001

capeeshparis.com

Capeesh! Craft Kitchen & Cellar specializes in handmade pizza, gourmet pasta, sandwiches and salads. Featuring 2 riverside patios, inside bar, lounge and dining room. Please make reservations online. **OFFER: 10% off entire meal excluding alcohol.**



Capeesh! Craft Kitchen & Cellar



Juniper Dining Co.

Juniper Dining Co.

3 Elm St. Unit 4, Paris

519.302.2200

juniperdiningco.ca

Juniper Dining Co., offers a unique and delicious dining experience in a modern, fine dining atmosphere, featuring quality and seasonal ingredients. Call for reservations. **OFFER: \$2 oysters and/or 20% off an app with purchase of an entree.** Call for reservations and show your badge.

The Cobblestone Public House

111 Grand River St. N. Paris

cobblestonepub.ca

The Cobblestone Public House offers casual family dining, specializing in high quality comfort food, hand-made burgers, fish and chips, our famous double decker mountain of nachos and more. Please make reservations online. **OFFER: 10% off entire meal excluding alcohol.**

Stillwaters Plate and Pour

61 Grand River St. N. Paris

stillwatersplateandpour.ca

Stillwaters Plate and Pour is truly a downtown Paris dining gem with breathtaking views of the Grand River. Enjoy lunch or dinner from a menu focusing on market fresh locally sourced quality ingredients. Please make reservations online. **OFFER: 10% off entire meal excluding alcohol.**



Stillwaters Plate & Pour overlooking the Grand River



Arancini at Paris Beer Co.

Paris Beer Company

31 Mechanic St. Paris

519.442.4447

parisbrewing.com

You can grab more than a pint at the Paris Beer Company. We serve an elevated beer experience in our Taproom that incorporates a variety of beer styles, mouthwatering food pairings and the friendliest service from our beer connoisseurs.

Book online for reservations and add in the notes "Flash Your Badge" **OFFER: Enjoy a free beer pairing with your meal.**

Tourism Information Centre - County of Brant

31 Mechanic Street, Paris, ON N3L 1K1

Located in The Paris Wincesy Mills Co. building

info@brant.ca 519.44BRANT (519.442.7268) | 1.855.44BRANT

brant.ca/visit

branttourism branttourism1

Subject: Exp orillia magazine update request car shows.



Roulston Sales Gmail <roulstonales@gmail.com>

Sat, Apr 6, 10:48 PM

Hi Michael, Megan , please see attached the 4 classic car shows I'm connected with as discussed on Friday. This will appear in our exploring magazines as always and there no cost. 40,000 magazines in total.

Please share this with your board on March 9th

I'll send next the option for a full pg ad as we need support.

Thank you
Dave Roulston
(905) 242-4909

THE CLASSICS ARE SHINING FOR 2024
You won't want to miss these 4 great venues!

SUNDAY JUNE 23RD	SUNDAY JULY 21ST	SATURDAY AUGUST 24TH	SUNDAY AUGUST 11TH
 PORT PERRY Classic Car Show <i>17th Annual</i> Water Street, Port Perry www.roarbytheshoresportperry.com 905-242-4909	 Classics on KENT 17th Annual THESSALY DOWNTOWN Downtown Lindsay www.ClassicsOnKent.com 705-324-7710	 CLASSIC CAR SHOW <i>24th Annual</i> Downtown Orillia www.downtownorillia.ca 705-325-3261	 Antique & Classic CAR SHOW <i>51st Annual</i> WHITCHURCH-STOUFFVILLE MUSEUM Whitchurch-Stouffville Museum www.townofws.ca/museum 905-727-8954

Exploring Orillia 2024 - Half page

Email proof with changes to: brellynterprise@gmail.com Proof 1 Proof 2 Proof 3 (+\$50)
IMPORTANT: Please proofread carefully to avoid additional charges: **\$50 per proof after Proof 2** Proof 4 (+\$50) Proof 5+ (\$50 each)

Changes needed Provide revised proof Approved: Signature _____ Date _____

Actual vs Budget Year To Date

January 2025 To March 2025 (3 Months)

Fund - 9 - DOMB
 Division 98-98 - DOMB
 Object All
 Consolidated
 Activity/Program 9-98-98-002-00000 - DOMB - DOMB - ADM - GENERAL ...

	Budget	YTD Actual Cost	Variance Over/Under	Percentage Variance
Revenues				
Grants and Donations				
58200 - Grant Prov	875	-	(875)	-100.00 %
58500 - Grant Fed	-	-	-	0.00 %
58600 - Grant Nongov	1,000	-	(1,000)	-100.00 %
Total Grants and Donations	1,875	-	(1,875)	-100.00 %
Reserve Funding				
58911 - Trf Fr Domb Rsvf	6,137	-	(6,137)	-100.00 %
Total Reserve Funding	6,137	-	(6,137)	-100.00 %
Taxation				
50000 - Bia Levy	73,808	-	(73,808)	-100.00 %
50820 - Grant In Lieu	2,000	-	(2,000)	-100.00 %
Total Taxation	75,809	-	(75,809)	-100.00 %
User Fees and Serv Chgs				
51300 - Saleserv	3,939	-	(3,939)	-100.00 %
52000 - Fees Gen	10,013	-	(10,013)	-100.00 %
52800 - Sponsorships	4,250	-	(4,250)	-100.00 %
Total User Fees and Serv Chgs	18,202	-	(18,202)	-100.00 %
Total Revenues	102,023	-	(102,023)	-100.00 %
Expenses				
Administration				
76100 - Adv Promotion	7,388	-	(7,388)	-100.00 %
76150 - Licence And Reg	500	-	(500)	-100.00 %
76190 - Staff Recognition	-	-	-	0.00 %
76200 - Training Develop	250	-	(250)	-100.00 %
76220 - Conf Seminar	500	-	(500)	-100.00 %
76280 - Meals	100	-	(100)	-100.00 %
76300 - Travel / Accom	125	-	(125)	-100.00 %
76320 - Mileage	150	-	(150)	-100.00 %
76500 - Postage	-	-	-	0.00 %
76890 - Misc Exp	23,125	-	(23,125)	-100.00 %
Total Administration	32,138	-	(32,138)	-100.00 %
Contracted Services				
71000 - Contracts	1,688	-	(1,688)	-100.00 %
71200 - Audit Fees	351	-	(351)	-100.00 %
71220 - Legal Fees	200	-	(200)	-100.00 %
71300 - Mtce Serv	500	-	(500)	-100.00 %
71360 - Mtce Serv Equip	-	-	-	0.00 %
71380 - Mtce Serv Vehcl	500	-	(500)	-100.00 %
Total Contracted Services	3,239	-	(3,239)	-100.00 %
Labour Costs				
61000 - Sal Wages	-	-	-	0.00 %

Actual vs Budget Year To Date

65000 - Benefits	-	-	-	0.00 %
Total Labour Costs	-	-	-	0.00 %
Material and Supplies				
77000 - Office Supplies	2,535	-	(2,535)	-100.00 %
77010 - Signage	1,750	-	(1,750)	-100.00 %
77420 - Materials	2,550	-	(2,550)	-100.00 %
Total Material and Supplies	6,835	-	(6,835)	-100.00 %
Redistribution				
90100 - Redist-Facly	137	-	(137)	-100.00 %
Total Redistribution	137	-	(137)	-100.00 %
Rentals and Leases				
74000 - Leases Equip	-	-	-	0.00 %
74040 - Leases Prop	3,137	-	(3,137)	-100.00 %
Total Rentals and Leases	3,137	-	(3,137)	-100.00 %
Reserve Contributions				
91111 - Cont To Frmmkt Rsvf	1,125	-	(1,125)	-100.00 %
Total Reserve Contributions	1,125	-	(1,125)	-100.00 %
Transaction Charges				
71540 - Pmnt Process Fees	-	-	-	0.00 %
Total Transaction Charges	-	-	-	0.00 %
Utilities, Tax and Insurance				
72520 - Natural Gas	-	-	-	0.00 %
72540 - Water / Sewer	-	-	-	0.00 %
72560 - Hydro	2,290	-	(2,290)	-100.00 %
72580 - Telephone	305	-	(305)	-100.00 %
72630 - Insurance	1,197	-	(1,197)	-100.00 %
Total Utilities, Tax and Insurance	3,792	-	(3,792)	-100.00 %
Write Offs				
78840 - Write Off Gen	513	-	(513)	-100.00 %
Total Write Offs	513	-	(513)	-100.00 %
Total Expenses	50,916	-	(50,916)	-100.00 %
Net Total	51,107	-	(51,107)	-100.00 %



PROJECT DEBRIEF

PROJECT TITLE

Easter Egg Hunt 2024

Team

Ruth, Megan, Diana

DATE PREPARED

April 11, 2024

PROJECT OVERVIEW

What were the original goals and objectives of the project?

1. Create a well laid-out community centered family activity in the Downtown core.
2. Drive traffic and increase sales/brand awareness for businesses within the BIA.
3. Continue to create a reputation for the Downtown as a place to shop and play.
4. Work collaboratively with a variety of stakeholder groups.
5. Increase membership participation within the BIA.

What were the original criteria for project success?

1. Create positive press.
2. Ensure there is enough supplies for all attending children and families.
3. Create positive buzz within the BIA Membership for new working group methodology.

Was the project completed according to the original expectation?

1. Positive Press: Positive article in Orillia Matters, overall positive social media response
2. Supply Levels: 600 Bunny Bags were produced, and all were distributed. There were concerns that we would run out and a back-up supply of chocolate was purchased, which can be saved for next year's event if stored in a cool dry location.
3. Increased membership participation with 15 BIA Members joining the map. Feedback included increased brand awareness, increased sales and positive feelings about the event and the communication.

PROJECT HIGHLIGHTS

What were the major accomplishments?

1. Public Opinion: Satisfaction of the public with the overall event
2. Good supply levels of “Bunny Bags”: 600 premade and ready for distribution
3. Activations: Well distributed throughout the BIA which created engagement with businesses along the entire street. Additionally created pre-made options for sponsorship from the BIA membership and stakeholder organizations to participate.
4. Bunny Trail map was a significant success for communications within the BIA membership as well as for the public. Acted as an info sheet, map, advertising BIA in its entirety.
5. Decor: In partnership with Leslie from Streets Alive the street looked full and colourful. Eggs were on nearly all lamp posts and posts with flowers marked where the egg baskets were placed.
6. Attendance: Previous year's numbers indicated an expectation of approximately 400 children, we estimate that this year's attendance was more than 600 children with total attendance well over 1200.

What methods worked well?

1. Variety of Communication Methods for Businesses (Early and Often):
 - a. Having one designated communication role within the working group
 - b. Communicating by email, phone and in person was necessary and helpful.
 - c. Communication and invitation to participation was sent out early (at least 6 weeks before, ideally even earlier) and updates were provided as major planning occurred.
2. Cohesive Branding/Marketing
 - a. Trail map, posters and social media posts all used the same base template for a cohesive look.
 - b. Many members really liked having a physical poster well in advance of the event, 4-6 weeks before the event itself.
 - c. Use of QR Codes to have rapid updates and reduce paper waste.
 - d. Ensuring that the event was listed in all event calendars as early as possible.
3. Bunny Trail/Egg Colour Hunt
 - a. The idea of a Bunny Trail to ground the event and act as a scaffolding for the various activations distribution throughout the BIA and helped us target specific spaces and partners to prevent “dead zones.”
 - b. Looking for all 6 colours of eggs instead of filling basket or certain number of eggs total. This created an additional activity for participants and slowed refill rates.
4. Having businesses participate as Egg Minders. The event was able to start on time and if there had been a larger quantity of plastic eggs the refilling would have been seamless, requiring fewer volunteers necessary.

What did you find to be particularly useful for accomplishing the project?

1. Working Group Communications
 - a. Regular in-person meetings with all stakeholder groups for planning as needed.
 - b. A live document/spreadsheet that tracks all actions taken and task planning and responsibilities. It can be updated, edited, and viewed by all planning members as tasks are completed and new items are added.
2. Specific Planning Timeline
 - a. Creating a timeline which includes
 - i. Dates and times for all planned communications to stakeholders
 - ii. Social Media plan
 - iii. Task completion dates (decor, permits, supply acquisition, distribution etc.)
 - iv. Media releases
 - v. Day-of schedule

PROJECT CHALLENGES

What elements of the project went wrong?

1. Controlling the flow of people with increased participation
 - a. The library was quickly overwhelmed, and the space was not large enough. The tables where participants trade in their eggs should be outside, ideally in the library courtyard. More trade in stations required.
 - b. Some feedback was that a Street Closure be considered due to the busyness of the street and concerns around children so close to moving traffic. There are some challenges with street closures such as diminished parking for Easter shoppers. There was also a significant police presence with a patrol car and auxiliary officers patrolling with no feedback regarding safety concerns.
2. Refilling Egg Baskets
 - a. Baskets were quickly emptied and there was a gap between when the baskets were empty and when there were enough eggs returned to refill.

What specific processes need improvement?

1. Trade in stations – trade in processes
2. There were 6 volunteers, more will be needed next year.
3. Clearer “How to” communication could be given to the public. E.g. No need to register to participate, participants should bring their own baskets.
4. The planning process could begin earlier, possibly 2 months out from the event date.
5. For increased participation in Working Groups, varied meeting times (day/night) could allow for more volunteers to be present at the meetings, or a email list of meeting notes for interested volunteers who could not attend.

List any technical challenges.

1. Possibly get a megaphone to reduce the number of times we needed to give instructions the day of due to crowds.

POST-PROJECT TASKS / FUTURE CONSIDERATIONS

List any continuing development and maintenance objectives.

1. Purchase an additional 3000 plastic Easter eggs to ensure that refills by “egg minders” will be unnecessary and reduce stress for volunteers.
2. Ensure there is a designated photographer/videographer without any other designated tasks.

5. Working Group Reports

b. Mariposa Folk Festival Downtown Orillia Kick-Off

We finalized all the details, and the vendor sign-up form goes live on Monday April 15th. An email will be sent out to all of last year's vendors to sign up again. Mariposa is hosting their auditions on April 27th. We need to decide whether we want to plan to continue the stage after the festival and encourage the restaurants to keep the patios open. OMAH plans to do an outdoor display and have free admission to the museum to help with the event. Emails have been sent out to some of the Peter St Arts organizations to get them involved as well.

c. Car Show & Starry Night

Rotary Club has expressed an interest in taking over the organization of the Car Show and using it as one of their big fundraisers for the year. Jeff and Michael met with Allan and Orett from Rotary and discussed a lot of the growth potential within this event. We have sent financial reports to them for them to submit a proposal to their Board. They will probably come back to ask for assistance with flyers/promotions for the first year to get it off the ground for them. Once we hear back from them, more organizational meetings will follow to get all the details together.

7. Alleyways

Michael has been in touch with members of the City regarding the alleyway cleanup. It looks like there are only 3 alleyways that are owned by the City that lead to any form of public parking. These would be the alleyways that we should focus on cleaning up, lighting, and activating through public art, etc. Of course, there is some difficulty that will have to be planned properly, since the alleyways might be City owned, but the buildings are not. If the City installs lights onto buildings, they must get easements to maintain and update their infrastructure. Alley 7 has City installed lighting, so there is some precedent. With the "Big Dig" coming up fairly soon, the focus of getting the alleys done before will need to be top of the list as far as projects go. The City also has the same priorities on this. They are currently looking for a Project Manager, and then meetings can start to take place and we can get

planning. We should get the cleaning company in to clean up the alleys listed as 7, 16, & 17 before the May 24th holiday weekend.

8. Birds in the Downtown

Canadian Falconry has been through the downtown multiple times already keeping an eye on the situation. Our permits are all in place, and they have contacted the necessary building owners already. The seagulls have spread from their nesting sites last year over the next block, but this is expected behaviour from them, and is generally the goal; get them to move away from their previous sites. The falconer does not come in until the birds start to nest; once they do, they come, bring the falcons, destroy the nests, and the birds will move on. It is the same procedure they took last year, and it was very successful last year in moving the birds away from the Downtown. It is still expected to be a multi-year process, with this being the second year of a planned 5 year process.

RE: Alleyway Lighting

Ian Sugden <ISugden@orillia.ca>

Thu 4/11/2024 11:48 AM

To: Downtown Orillia Board <board@downtownorillia.ca>

Cc: Ryan Perera <RPerera@orillia.ca>; Lisa Kean <LKean@orillia.ca>; Shawn Crawford <SCrawford@orillia.ca>; Jamie Galloway <jgalloway@orillia.ca>; Jeff Duggan <JDuggan@orillia.ca>; Michael Ladouceur <MLadouceur@orillia.ca>

📎 1 attachments (469 KB)

Downtown Alleyway Map.pdf;

Good Morning Michael:

I have been provided with a copy of your April 9, 2024 e-mail with respect to the above noted matter. I'm pleased to see that you and the Board are already thinking ahead to the potential impacts of "the Big Dig" as you've called it.

The alleyways will become an even more important access resource during certain phases of the future reconstruction effort, particularly for those Mississauga Street businesses that do not have rear entrances. If you've not already reviewed it, I would encourage you and the BIA membership to all review the Downtown Orillia Streetscape Improvement Design Concept found at the following web address:

<https://www.orillia.ca/en/city-hall/downtown-orillia-streetscape.aspx>

Once you've had a chance to review the document, you will note that there is a plan to deal with the alleyways to make them more functional, safer and attractive. From a construction phasing perspective, it is likely a good idea to make improvements to the alleyways ahead of the major road reconstruction so that they are improved before the road is being reconstructed. That being said, not all of the alleyways are owned by the City, and the buildings that abut them on either side are all privately owned. Installing power, lighting, art etc. on private buildings requires the cooperation of the property owner (and likely easements that are to the benefit of the City so that access and maintenance can be ensured). I've attached a simple map that shows the alleyways that are owned by the City and those that are not.

The BIA can help by facilitating discussions and arrangements with abutting building owners or alleyway owners to help address this concern in a long-term way. Ultimately, if easements are required, the City will need to have the owners support and consent to create and register the easements.

The City is currently in the process of recruiting for a Project Manager to be the lead on the City's Downtown Orillia Streetscape Improvement Detailed Design Project. Once hired, that Project Manager will be the main, and first point of contact between the City and the BIA and property owners that have an interest in the future planned reconstruction of Mississauga Street and its cross streets.

Please feel free to reach out to either me, or Jamie Galloway (Director of Engineering) if you have further questions about the approved Detailed Design Project.



Ian Sugden, MCIP, RPP | General Manager of Development Services and Engineering
Development Services and Engineering Department
T: 705-418-3228 **C:** 705-323-8993
orillia.ca



This message is intended for the individual to whom it is addressed and may contain information that is confidential and exempt from disclosure under the Municipal Freedom of Information and Protection of Privacy Act. If you are not the intended recipient, please do not forward, copy or disclose this message to anyone and delete all copies and attachments received. If you have received this communication in error, please notify the sender immediately.

From: Shawn Crawford <SCrawford@orillia.ca>
Sent: Wednesday, April 10, 2024 4:52 PM
To: Ian Sugden <ISugden@orillia.ca>; Lisa Kean <LKean@orillia.ca>
Subject: FW: Alleyway Lighting

Title search in 2015 - ownership inconclusive

2016 title search - we own laneway
skinning along here



- Privately Owned Lane; Access Driveway to 14 Matchedash St. N.
- Privately Owned Lane; 175 Mississaga St. E.; Deed 499 City Has Hydro Easement Rights; Access Off Mississaga St. E.
- Privately Owned Lane; Part of 120 Colborne St. E.
- Privately Owned Lane; Accessing Parking Lot 2; 121-127 Mississaga St. W.
- Privately Owned Lane; 85 and 89-97 Mississaga St. W.
- City Owned Lane; Part of 30 Peter St. S. (Sir Sam Steele Bldg.)
- City Owned Lane; Walkway to Parking Lot at 56 Colborne St. E.
- Privately Owned Lane; 11 Peter St. S.
- City Owned Lane; Used as Driveway by 62 and 64 Elgin St.

Legend

- Privately Owned Lane
- City Owned Lane
- Approximate Limit of Lane
- Subject Property Limits
- Lotfabric
- Municipal Parking Lot

Approximate Building and Municipal Address

Downtown Area Identified Lanes

1:2000