



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

MINUTES

Minutes of the Regular Board Meeting of the Downtown Orillia Business Improvement Area for
April 16, 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:

Also Present: Marlow Devine

Open Session

Chair- Michael Fredson

Call To Order

The meeting was called to order at 5:34PM.

Approval of Agenda

Moved by Cooper, seconded by Howorth.

“THAT the agenda for the Downtown Orillia Business Improvement Area Board regular board meeting held on April 16, 2024, be approved as distributed.”

Carried

Disclosure of Interest

None declared.

Deputations

1. Pierre Ragot, Director of Sales re – Hello Gift Cards
2. Marlow Devine, Owner of Paper Planes Café re – Pirate Fest

Minutes

Moved by Howorth, Seconded by Banks.

"THAT, following draft minutes be adopted as distributed"

- March 19, 2024 – Regular Board Meeting
- April 2, 2024 – Special Board Meeting

Carried.

Closed Session Items

Motion to move into Closed Session

Moved by Cooper, seconded by MacDonell.

"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).

Carried.

Closed Session Items

1. Selections for Employment of Office Manager

Candidates for position of Office Manager were discussed.

Motion to rise to Open Session

Moved by Howorth, seconded by Cooper.

"THAT the board return to Open Session."

Carried.

Meeting entered Closed Session at 6:02PM

Meeting re-entered Open Session at 6:26PM

Open Session

Motions Arising from Closed Session Discussions

None.

Correspondence Items

1. Rory Bulmer, Assistant to the Mayor and Council re – TAG Days Permit for 2024

Moved by Cooper, seconded by Howorth:

“THAT the correspondence regarding TAG days be received.”

Carried

2. Michael Ladouceur, Director of Business Development and Economic Development re – OSUM Downtown Badge Flash Discounts

Moved by Cooper, seconded by Banks:

“THAT the correspondence regarding OSUM Downtown Badge Flash be received.

AND THAT communication be sent to membership to inform them of this city initiative.” **Carried.**

Correspondence- Action Items

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

Moved by MacDonell, seconded by Cooper:

“THAT the correspondence regarding the Explore Orillia advertising campaign for the Orillia Car Show be received.

AND THAT the free advertisement of the Car Show Event be approved for publication.”

Carried.

Reports

1. Darcy MacDonnell re – Financial Report

Moved by Cooper, seconded by Howorth.

Financial report attached to agenda package.

THAT the Financial Report for the period from March 1, 2024, to March 31, 2024, be received as presented.

Carried

2. Megan Murray re – Transit Advisory Committee

Moved by Cooper, seconded by MacDonell

There is a report going to staff regarding On-Demand Transit implementation as a pilot project which may help the staff and patrons of the DOBIA membership with operating hours outside of existing transit schedules.

“THAT the Transportation Advisory Working Group Report be received as information.”

Carried

3. Ruth Howorth re – Chamber of Commerce Report
Moved by Banks, seconded by Cooper

The Chamber is also excited to be working with the BIA to partner with during this summers' upcoming events. Ruth Howorth will continue to represent the Chamber for the working group meetings for planning.

“THAT the Chamber of Commerce Report be received as information.”

Carried

4. David Campbell re – Council Liaison Report

Moved by Cooper, seconded by Howorth

“THAT the Council Liaison Report be received as information.”

Carried

5. Working Group Reports

- a. Ruth Howorth and Megan Murray re – Easter Event Debrief

Event extremely well received, for next year increase number of eggs for searching, more locations for trade in area and consider road closure due to high volume of participants

- b. Michael Fredson and Jeff Gilbert re – Vintage Market and Mariposa Folk Fest

Vendor Applications are ready to go out and be posted on website. The event being held on the Friday instead of Saturday was met with enthusiasm, this gives something for campers at the Folk Fest to do before the gates open at 4PM. The Folk Fest had agreed to promote the event and to run the shuttle bus during the event.

- c. Michael Fredson and Jeff Gilbert re – Car Show

The Rotary Club is still interested in taking over the running of the car show. As a charity organization they will be able to run a wider variety of activations and has a larger volunteer pool to draw from. The working group continues to support and inform from the BIA.

- d. Ruth Howorth and Jennie May Banks, re – Chamber Commerce Events

The working group will begin meeting regarding the Christmas in June Event, membership will receive an email to invite interested volunteers to join the group. Diana from the Farmers Market will join the group as well.

- e. Doug Cooper, Jenna French and Darcy MacDonell re – Summer Saturday Nights
The event should move to Saturday nights, reflecting that this was the busier of the two nights in previous years. Additionally, this allows the boaters and tourists to join locals since they are often still commuting on Fridays. The group recommends that road closures should be the same as last year with the inclusion of Mississaga St. E, Matchedash St. to Front St.

Moved by Cooper, seconded by Howorth

“THAT the Working Groups Report be received as information.

AND THAT the applications for Street Closure be approved for submission to city council.”

Carried.

6. Michael Fredson re – Community Safety Initiative
Moved by Howorth, seconded by Cooper

The Community Safety Initiative has completed their initial survey and will begin patrols soon. The BIA has offered the use of the office as a home base. Details of the program will be forthcoming.

“THAT the report regarding the Community Safety Initiative be received as information.”

Carried

7. Michael Fredson, re – Alleyways
Moved by Cooper, Seconded by MacDonell

City-owned alleyways have priority for cleanup and the city is on board to support BIA alleyway cleanup efforts and we should see alleys 7, 16 & 17 cleaned before the May long weekend.

“THAT the report regarding the Alleyways be received as information.”

Carried

8. Michael Fredson, re – Birds in the Downtown
Moved by Howorth, seconded by Cooper

Canadian Falconry has come several times already, permits are all in place, seagulls have spread from their nesting sites as expected. Once nesting starts, they will bring the falcons and destroy nests. This will continue as per the 5-year program.

“THAT the report regarding birds in the downtown be received as information.
Carried

Deputation Motions

1. Pierre Ragot, Director of Sales re – Hello Gift Cards
Moved by Cooper, seconded by Banks

“THAT the deputation from Pierre Ragot regarding Hello Gift Cards be received as information.”
Carried

2. Marlow Devine, Owner of Paper Planes Café re – Pirate Fest
Moved by Murray, seconded by Howorth

“THAT the deputation from Marlow Devine regarding Pirate Fest be received as information.

AND THAT the addition of a Street Closure be submitted for August 31, 2024.

AND THAT communication for participation in the Pirate-Fest working group go out to membership when the planning process begins.”
Carried.

Date of Next Meeting

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

Adjournment

Moved by Cooper, seconded by MacDonell

“THAT the meeting be adjourned.”
Carried

Meeting adjourned at: 9:23PM

Michael Fredson, Chair