

MINUTES

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

Present: Michael Fredson, In the Chair
Jeff Gilbert, Vice Chair
Councillor David Campbell
Megan Murray, Secretary
Doug Cooper, Director
Jennie May Banks, Director via teams

Absent: Darcy Macdonell, Treasurer
Jenna French, Director
Ruth Howorth, Director

Also Present: Danielle Pittman (Orillia Matters)

Open Session

Chair- Michael Fredson

Call To order

The meeting was called to order at 5:43PM.

Approval of Agenda

Moved by Doug Cooper, seconded by Jeff Gilbert.

THAT the Downtown Orillia Business Improvement Area approve the agenda for the Tuesday, August 20, 2024, meeting as amended, that Erica Fomenko is present in place of Alan LaFontaine.”

Carried

Disclosure of Interest

None declared.

Deputations

1. Erica Fomenko, Orillia District Chamber of Commerce, Membership and Communications Coordinator re – Orillia Chamber of Commerce App

Minutes

Moved by Doug Cooper, seconded by Jeff Gilbert.

THAT, the minutes for the meeting held on July 16, 2024, be approved as distributed.

Carried.

Correspondence Items

1. Sandbox Centre re – TARA Talks Sponsorship
Moved by Jeff Gilbert, seconded by Doug Cooper

The TARA Talks from the Sandbox Centre will be held at the Creative Nomad Studios this year. Opportunity for sponsorship has expired at the time of the Board Meeting.

“THAT, that the email from Sandbox Centre, regarding TARA Talks be received as information.”

Carried.

2. Ontario Big City Mayors re – Solve the Crisis Campaign
Moved by Doug Cooper, seconded by Jennie May Banks

Information regarding an initiative to address the housing crisis and its connected issues. The board can consider writing a letter of support to City of Orillia Council. Chair, Michael Fredson will bring more information to the next board meeting.

"THAT, that the email from the Big City Mayors Group, regarding homelessness solutions be received,

AND THAT Michael Fredson, Chair, investigate this initiative further and reports back to the board.”

Carried.

3. Carrie Underwood, EIS Technologist, Project Lead re – Downtown Tree Removal
Moved by David Campbell, seconded by Doug Cooper

Removal of marked trees and restoration of the sidewalks began on Monday, August 19, 2024 following the map included in the agenda package.

"THAT, that the email from Carrie Underwood EIS Technologist – Project Lead, regarding tree removal in the downtown be received as information.”

Carried.

Reports

1. Michael Fredson, Chair, re – Financial Report
Moved by David Campbell, seconded by Jeff Gilbert

"THAT, the financial report be received and approved as presented."

Carried

2. Michael Fredson, Chair, re – Signage Bylaw Update.
Moved by Jeff Gilbert, seconded by Doug Cooper

Members are supportive of the proposed signage bylaw changes based on feedback contained in survey. The BIA would like to be notified when sign gets approved for a business within the BIA footprint.

"THAT, the update on the Signage Bylaws be received.

AND THAT the DOBIA approves the recommendations outlined by the city regarding the signage bylaws.

AND THAT the DOBIA be notified of signage approvals."

Carried

3. Deron Johnston, DOBIA Executive Director, re – Office Report
Moved by David Campbell, seconded by Doug Cooper

Regarding Downtown Dollars, transition to direct deposit to avoid repayment delays to members. Request for Deron to email Mike Ladouceur about winter games Downtown Dollars. Consider setting up a BIA bank account to handle this and other items.

"THAT, the Office Report be received as information."

Carried.

4. Deron Johnston, DOBIA Executive Director, re – Draft DOBIA Sponsorship Policy & Offer
Moved by Doug Cooper, seconded by Jennie May Banks

An opportunity to sponsor dog waste bag units with advertising rights for a period is available as approved and outlined in the Agenda Package. Orillia bylaw will also be consulted regarding the new program.

"THAT, the Draft DOBIA Sponsorship Policy & Offer be approved for use as amended.

AND THAT membership be informed of the new sponsorship opportunity."

Carried

5. Deron Johnston, DOBIA Executive Director, re – Draft DOBIA Activation Program
Moved by David Campbell, seconded by Doug Cooper

The board is pleased to approve the new DOBIA Activation plan as outlined in the agenda package. This initiative will be particularly helpful to retail and service-based businesses within the BIA.

"THAT, the Draft DOBIA Activation Program be approved for use.

AND THAT membership be informed of the new activation program."

Carried.

6. Deron Johnston, DOBIA Executive Director, re – Downtown Dollars Report
Moved by Doug Cooper, seconded by Jeff Gilbert

While distributing the Downtown Dollars Decals a review of the program was taken with membership. There are reports that businesses are waiting a long time for reimbursement from the City of Orillia due to their cheque disbursement schedule. The reimbursement process needs to be more efficient. Faith in the program can be restored through promotion, activity and efficiencies as it returns to the office.

"THAT, the Downtown Dollars Report be received.

AND THAT staff be directed to inquire with the City of Orillia regarding Downtown Dollars payouts.

AND THAT \$150 Downtown Dollars be provided to the Opera House Staff as a thank you for their support out of the Advertising and Promotion budget.

Carried.

7. Deron Johnston, DOBIA Executive Director, re – Proposed Fall and Christmas Programming.
Moved by David Campbell, seconded by Jennie May Banks.

Layout of the Fall/Christmas programming as detailed in the Agenda Package. Budget for the Black Friday Sale increased due to popularity of the program. Budgets for the other fall/Christmas programming were also decided.

"THAT, Proposed Fall and Winter Programming be approved.

AND THAT staff be directed to investigate purchasing a sound system for event use.

AND THAT the budget for the Black Friday Downtown Dollars Sale be increased to \$5000

AND THAT \$2600 as layed out in the Fall & Christmas Programming Report be used for the following:

- Days of Giveaways Promotion.
- Carollers in the Downtown.
- Downtown window decoration initiative

AND THAT an invitation for inclusion in the Seasonal and Décor working group goes out to membership.

AND THAT the Seasonal and Decor working group will help in the planning and execution of the program.”

Carried.

7. David Campbell, City Councillor, re –City Council Liaison Report
Moved by Jennie May Banks, seconded by Jeff Gilbert

No firm plans regarding a new Christmas tree for Opera House. Information will be passed on as soon as it becomes available.

"THAT, the City Council Liaison Report be received as information.”

Carried.

8. Working Group Reports

- a. Summer Saturday Nights- Nothing to report.
- b. Car Show and Starry Night
Concerns that car show will be challenging at least in the morning, but volunteers from the Car Club will be coming to help organize cars in the morning. Starry Night would like the BIA to give them a budget for the event to go towards live entertainment.
- c. Pirate Party
Deron advised that the Pirate Party is approximately \$2500 short on funding for the event, the BIA could consider contributing to the outstanding cost.
- d. Seasonal Décor
Essential to have a tree for Christmas. A back-up plan should be in place if the current live tree does not move forward. A 21’ artificial tree is available to purchase if needed, with more quotes to be found. Additional lighting along the street on the light posts’ quotes have been received. A wreath making event is planned as a promotional opportunity.
- e. Governance
The current policy manual requires updates and the process of examining and updating each policy and general organization has begun.

Moved by Jeff Gilbert, seconded by Jennie May Banks

"THAT, the following Working Groups reports be received.

- a. Summer Saturday Nights
- b. Car Show and Starry Night
- c. Pirate Party
- d. Seasonal Decor
- e. Governance

AND THAT up to \$500 be provided for reimbursement of musical entertainment for the Starry Night Event."

Carried.

Moved by Jeff Gilbert, seconded by Megan Murray

"THAT up to \$2500 be provided for reimbursement of programming for the Pirate Party."

Carried.

Moved by Jennie May, seconded by Megan Murray

"That the DOBIA move forward with the quote to purchase the lights for the lamp posts to a total of \$21935.56."

Carried.

Deputation Motions

Moved by Jeff Gilbert, seconded by Jennie May Banks

Download app to provide feedback on how to most benefit BIA. BIA has use of Events Listing section. Each business gets a listing plus potential upgrades, chamber membership not required. Chamber would like us to encourage buy-in from BIA members. Contact for this project is Rhonda.

"THAT, the deputation regarding the Chamber of Commerce App be received."

Carried

Date of Next Meeting

September 17, 2024, at 5:30PM in the DOBIA Boardroom, DOBIA Office.

Adjournment

Moved by Jeff Gilbert, seconded by Jennie May Banks.

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"THAT the meeting be adjourned."

Carried

Meeting adjourned at: 8:50PM

Michael Fredson,
Chair