



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

MINUTES

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

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

Absent: Michael Fredson, Chair
Darcy Macdonell, Treasurer

Open Session

Chair- Michael Fredson

Call To order

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

Approval of Agenda

Moved by Ruth Howorth, seconded by: Jenna French

THAT the Downtown Orillia Business Improvement Area approve the agenda for the Tuesday,
February 20, 2024, meeting as distributed.

Carried

Disclosure of Interest

None declared.

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:

- November 21, 2023, Regular Board Meeting
- December 6, 2023, Special Board Meeting

- January 22, 2024, Regular Board Meeting
- February 1, 2024, Special Board Meeting

Carried

Correspondence

1. Ruth Howorth re - Grants

Moved by David Campbell, seconded by Doug Cooper

THAT, the correspondence from Ruth Howorth regarding Grants with the 2024 tourism, culture & sport enhancement fund be received.

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

Carried.

2. Janette MacDonald, Business Development Manager, Miconex re – Downtown Gift Cards
Moved by David Campbell, seconded by Ruth 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

3. Ashley Stafford, City of Orillia Executive Assistant re – Canada Day Parade Permit
Moved by Doug Cooper, seconded by Jennie May Banks

Reports

1. Moved by Ruth Howorth, seconded by Jennie May Banks

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

Carried.

2. 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.

3. 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.

4. 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.

5. 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.

6. 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

1. 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.

2. 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.

3. Moved by David Campbell, 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 18, 2024 at 5:30PM in the DOBIA Boardroom, DOBIA Office.

Adjournment

Moved by Ruth Howorth, seconded by Jenna French

THAT the meeting be adjourned.

Carried

Meeting adjourned at: 9:10PM

Michael Fredson,
Chair