



# DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

## MINUTES

Minutes of the Regular Board Meeting of the Downtown Orillia Business Improvement Area for  
Monday, January 22, 2024

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

**Absent:** Doug Cooper, Treasurer

### Open Session

**Chair- Michael Fredson**

### Call To order

The meeting was called to order at 2:09PM

### Election of a Chair

Moved by Darcy MacDonell, seconded by Ruth Howorth

THAT, the Downtown Orillia Management Board appoint Michael Fredson as Chair of the Board for the 2025 term in accordance with DOBIA Policy Manual Section 105.2.2 and Chapter 105.2.3 of the Municipal Code.

**Carried.**

### Approval of Agenda

Moved by Jennie May Banks, seconded by Jeff Gilbert

THAT, the Downtown Orillia Management Board approve the agenda for the January 22, 2024, meeting. With the following amendments, that the year on the meeting date be changed from 2023 to 2024 and that the meeting time be changed from 1:30PM to 2:00PM

**Carried.**

### Disclosure of Interest

None declared.

## Deputations

None.

## Minutes

Moved by Jennie May Banks, seconded by Darcy MacDonell

THAT the approval of the minutes will move to the next regular meeting.

**Carried.**

## Closed Session Items

None.

## Correspondence Items

1. Mayor Don MacIsaac re – Tag Days

Moved by Jenna Clarke, seconded by Ruth Howorth

THAT the Downtown Orillia Management Board receive the correspondence from the Office of the Mayor – re 2024 Tag Days as information.

**Carried.**

2. County of Simcoe Community Safety Initiative re – Orillia Expansion of CSCSI 

Moved by Jennie May Banks, seconded by Ruth Howorth

THAT the Downtown Orillia Management Board receive the correspondence regarding the County of Simcoe Community Safety Initiative as information.

**Carried.**

## Correspondence- Action Items

1. Assistant Clerk re – 2024 Meeting Information, Committee Meeting Dates & Election of the Chair for 2024

- a. Election of the Chair

- i. Moved by Ruth Howorth, seconded by Jenna Clarke

THAT, the Downtown Orillia Management Board appoint Jeff Gilbert as Vice-Chair of the Board for the 2024 term in accordance with DOBIA Policy Manual Section 105.2.2 and Chapter 105.2.3 of the Municipal Code.

**Carried.**

- ii. Moved by Ruth Howorth, seconded by Jenna French

THAT, the Downtown Orillia Management Board appoint Megan Murray as Secretary for the 2024 term in accordance with DOBIA Policy Manual Section 105.2.2 and Chapter 105.2.3 of the Municipal Code.

**Carried.**

- iii. Moved by Ruth Howorth, seconded by Jennie May Banks

THAT, the Downtown Orillia Management Board appoint Darcy MacDonell as Treasurer of the Board for the 2024 term in accordance with DOBIA Policy Manual Section 105.2.2 and Chapter 105.2.3 of the Municipal Code.

**Carried.**

#### b. Committee Meeting Dates

Moved by Megan Murray, seconded by Ruth Howorth

THAT, the Downtown Orillia Management Board hold its 2024 regular monthly board meeting on the third Tuesday of each month at 5:30PM with the exception of December.

**Carried.**

Moved by Ruth Howorth, seconded by Jennie May Banks

THAT the Downtown Orillia Management Board receive the correspondence regarding Meeting Information and have elected a chair, vice-chair, treasurer, and secretary and created a meeting schedule for the 2024 year.

**Carried.**

## Reports

### 1. Financial Report

Moved by Ruth Howorth, seconded by Darcy MacDonell

THAT the Financial Report dated January 22, 2024 for the period of Nov 21, 2023, to January 17, 2024, be received with the amendment of the Minus HST Discount Column total changed from \$1915.94 to \$3044.62.

**Carried.**

### 2. Transit Advisory Committee Report

Moved by Jeff Gilbert, seconded by Darcy MacDonell

THAT the Transit Advisory Committee report be received.

**Carried.**

3. Main Street Construction

Moved by Jenna Clarke, seconded Jennie May Banks

THAT the Downtown Orillia Business Improvement Area support the plan to move forward with the recommended timeline for the Downtown Main Street Construction;

AND THAT, the BIA be provided an opportunity for input on the detailed design for the Main Street Construction.”

**Carried.**

4. Working Groups

Moved by Ruth Howorth, seconded by Darcy MacDonell

THAT the report on Working Groups be received;

AND THAT a DOBIA Governance Working Group be struck on January 22, 2024, for a period of one year consisting of Darcy MacDonell, Megan Murray, Michael Fredson, and Jennie-May Banks.

AND THAT a 2024 Events Working Group be struck from January 22, 2024, to February 12, 2024, to determine the schedule and suggest future event working groups consisting of Darcy MacDonell, Michael Fredson, Ruth Howell, and Megan Murray that will meet on Thursday January 24, 2024, at 4PM.

**Carried.**

5. Event Planning

Moved by Megan Murray, seconded by Ruth Howorth

THAT the report on Event Planning be received.

**Carried.**

6. Downtown Dollars

Moved by Megan Murray, seconded by Jennie May Banks

THAT the report on Downtown Dollars be received as information.

**Carried.**

7. Patty Hayes, Page by Page Consulting – Training for Governance and Events

Moved by Megan Murray, seconded by Ruth Howorth.

THAT the report regarding Patty Hayes, BIA consultant for DOBIA Training for Governance and Events be received.

**Carried.**

8. Website Calendars

Moved by Megan Murray, seconded by Ruth Howorth

THAT the report regarding Website Calendars be received.

AND THAT the Event Working Group be tasked with organizing the process for calendar submissions.

**Carried.**

9. OBIAA Client Relationship Software

Moved by David Campbell, seconded by Jeff Gilbert

THAT the report regarding the OBIAA Client Relationship Software be received as information.

**Carried.**

10. Snow Removal

Moved by Jennie May Banks, seconded by Ruth Howorth

THAT the report on Snow Removal be received as information.

**Carried.**

**Deputation Motions**

1. Moved by Darcy MacDonell, seconded by Ruth Howorth

THAT the deputation regarding the Orillia 55+ Ontario Winter Games be received.

**Carried.**

Moved by Jeff Gilbert, seconded by Jennie May Banks

That the DOBIA will provide a maximum amount of \$8000 in event specific Downtown Dollars to be used to supplement above the existing budget of \$16000 from the Orillia 55+ Ontario Winter Games.

**Carried.**

### **Date of Next Meeting**

Thursday, January 25, 2024, at 1:00PM in the DOBIA Boardroom, DOBIA Office.

### **Adjournment**

Moved by Ruth Howorth, seconded by Jeff Gilbert  
Seconded:

“THAT the meeting be adjourned.”

**Carried**

Meeting adjourned at: 5:31PM

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Michael Fredson,  
Chair