

MINUTES

Minutes of the Regular Board Meeting of the Downtown Orillia Business Improvement

Tuesday, July 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: Mark (Pocket Skate & Vintage), Journalist, Ellen Wolper (Paper Kapers)

Open Session

Chair- Michael Fredson

Call To Order

The meeting was called to order at 5:37PM.

Approval of Agenda

Moved by Campbell, seconded by Howorth.

“THAT the agenda for the Downtown Orillia Business Improvement Area Board Regular Board meeting held on Tuesday, July 16, 2024, be approved as distributed.”

Carried

Disclosure of Interest

None declared.

Deputations

1. Ellen Wolper, Owner of Paper Kapers, re – Sidewalk Sale

Minutes

Moved by Cooper, seconded by Banks

"THAT, the minutes for the following months be approved as distributed."

- April 17, 2024
- May 21, 2024
- June 18, 2024"

Carried

Closed Session Items

Motion to move into Closed Session
Moved by Cooper, seconded by Banks.

"THAT, pursuant to Section 239(4) 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 Boardroom of the Orillia DOBIA Office, to deal with matters pursuant to Section 239(2)(b) of the said Act (Personnel Matter(s))."

Carried.

Closed Session Items

1. Hiring of Administrative Coordinator Position

All candidates were skilled, qualified and experienced. The Hiring Working Group was unanimous in their recommendation.

Meeting entered Closed Session at 5:52PM
Meeting re-entered Open Session at 6:01PM

Open Session

Motion to Rise to Open Session
Moved by Howorth, seconded by Banks.

"THAT the board return to Open Session"

Carried.

Motions Arising from Closed Session Discussions

Moved by Cooper, seconded by MacDonell

"That the DOBIA send an employment contract to the candidate recommended by the Hiring Working Group."

Carried

Correspondence Items

1. Rory Bulmer, Executive Assistant to Mayor and City Council, re – TAG Days
Moved by Cooper, seconded by French

Correspondence is to inform the DOBIA that the Salvation Army has City Council approval to engage in their Christmas Kettle program in the downtown during the Christmas season.
Correspondence in Agenda Package.

"THAT, that the email from Rory Bulmer, Executive Assistant to the Mayor and Council, regarding TAG Days be received as information."
Carried.

Correspondence- Action Items

1. Kristine Preston, Deputy Clerk, re – Budget Submission
Moved by Cooper, seconded by Gilbert

The 2025 Budget must be submitted to the City of Orillia no later than Aug. 2, 2024. This contravenes the DOBIA Policy for the annual budget, which must have consultation with the membership before Board approval with a minimum of a two week notification period. It was decided a draft budget would be submitted with an approved budget submission to follow the Annual General Meeting. Correspondence in Agenda Package.

"THAT, the email from Kristine Preston, Deputy Clerk, be received.

AND THAT the draft budget created at the July 16, 2024, board meeting be submitted to the deputy clerk."
Carried.

Reports

1. Michael Fredson, Chair, re – Financial Report
Moved by Campbell, seconded by Howorth

Review of year to date and spending in detail. All clarification requests were given and resolved. Report in Agenda Package.

THAT the financial report dated be received and approved as presented.
Carried.

2. Michael Fredson, Chair, re – Page by Page Consulting Presentation
Moved by Cooper, seconded Gilbert

The final report from the BIA consultation process done with Page-By-Page Consulting is ready for presentation and will be invited to present during the Regular Board Meeting on Tuesday, October 15, 2024.

"THAT, Page by Page Consulting be invited to the Tuesday, October 15, 2024, meeting to present the final report."

Carried.

3. Michael Fredson, Chair, re – Wildlife Report
Moved by Cooper, seconded by Howorth

Wild Royal Canadian Falconry provided report on results of service from 2024 with a significant reduction in the amount to nests and eggs relocated. There is a recommendation to increase the area serviced to include the Library and Opera House where birds have relocated. The Board is happy with the reduction in bird activity in the Downtown Area. Report in Agenda Package.

"THAT, the report on Wildlife in the BIA be received as information."

Carried.

4. Michael Fredson, Chair, re – Signage Bylaw Update
Moved by Howorth, seconded by French

Communication was sent out regarding the City of Orillia's proposed Signage Bylaw Changes via email and the weekly newsletter. There was low response rate. Another email should be sent using the new CRM software to ensure all members receive the communication.

Additionally, Board members will visit membership in person to convey this information as well as a reminder that important information will be shared primarily through email.

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

AND THAT a final email be sent allowing membership to complete the signage survey with a decision being made regarding signage at the August 20,2024 meeting."

Carried.

5. Deron Johnston, DOBIA Executive Director, re – Office Report
Moved by Banks, seconded by Cooper

Summary of key activities undertaken by office staff. Request that large furniture be sold, and new desks and storage be purchased for the office. Report in Agenda Package.

"THAT, the office report be received.

AND THAT, the unwanted furniture be sold, and a new desk, shelving and storage be purchased."

Carried.

6. Deron Johnston, DOBIA Executive Director, re – Downtown Dollars Review
Moved by French, seconded by Banks

Office Staff are not expected to do individual pick-ups of Downtown Dollars. Redemption at the office is the policy of the program to reduce potential errors in redemption and create a more efficient and effective program. To facilitate this the office will have extended hours to redeem Downtown Dollars

- The first Tuesday of the month (8AM-10AM)
- The third Tuesday of the month (4PM-6PM)
- By appointment
- During the AGM, Board Meetings, or DOBIA Info Sessions.

Window decals informing the public that "Downtown Dollars are accepted at this location," are to be ordered and distributed.

"THAT, the review of the Downtown Dollars program be received.

AND THAT the DOBIA purchase window cling stickers to promote the program as per the Impression House quote.

AND THAT as of September 1, 2024, the Opera House will no longer be administering the Downtown Dollars Program.

AND THAT Downtown Dollars will now only be accepted during the first Tuesday of the month from 8AM to 10AM and the third Tuesday of the month from 4PM to 6PM or by appointment at the DOBIA Office."

Carried.

7. Deron Johnston, DOBIA Executive Director, re – Streetscape & Maintenance
Moved by Banks, seconded by Cooper

- a. Dog waste removal bag dispensers should be placed on targeted light posts as a pilot program to reduce dog waste left on the street.
- b. Adding additional lighting to the Downtown is a priority to increase safety and improve ambience. Options include lights around the lampposts to be left up year round.
- c. The current plow is no longer operable. The city has offered the use of a working Kubota, however it is not ideal for snow removing snow on our sidewalks. A workable plan is required for the 2024-2025 winter season for snow removal.

"THAT, the report on Streetscaping and Maintenance be received.

AND THAT staff be directed to purchase two dog waste removal bag dispensers to be placed near garbage cans.

AND THAT North Pro to be contacted to requote the placement lights on all banner posts within the BIA to be kept year round with an option for rental and for purchase.

AND THAT, the DOBIA will use the Kubota for Snow Removal for the 2024-2025 snow removal season with staff to investigate other snow removal options and report back."

Carried.

8. Deron Johnston, DOBIA Executive Director, re – Street Closure Signage
Moved by Cooper, seconded by Campbell

Signage that can be used to inform the public of street closures before an event should be created to increase awareness and safety. All signage on the street corner must adhere to the Municipal Traffic Safety Act.

"THAT, staff be directed to meet with legislative services to discuss signage relating to street closures."

Carried.

9. Megan Murray, Director, re – Transportation and Parking Working Group Report
Moved by Cooper, seconded by Banks

The On-Demand Transit Report has been presented to Orillia City Council and has been referred to city staff. On-Demand Transit may be useful for the DOBIA because it would extend service hours which benefits staff of Downtown businesses as well as expanding access to those who do not use cars.

"THAT, the Transportation and Parking Working Group be received as information."

Carried.

10. Ruth Howorth, Director, re – Orillia Chamber of Commerce Report
Moved by Cooper, seconded by French

Events continue as planned including the Mardi Gras at the Port on July 27, 2024, and the Pirate Party on Labour Day weekend.

"THAT, the Chamber of Commerce report be received."

Carried.

11. David Campbell, City Councillor, re – Council Liaison Report
Moved by Cooper, Seconded by MacDonell

- a. The Downtown Reconstruction Project will be delayed due to a large Infrastructure Deficit. In the interim to address community safety issues and financial impact to the city the specific trees are being removed and the sidewalks graded.
- b. A live Christmas tree has been donated to the City of Orillia and will be planted at the Opera House.
- c. The BIA Parking Working Group should be dissolved to have another seat at the Transportation Working Group to eliminate redundancy. DOBIA Parking concerns can be addressed through standing line items in the agenda or a DOBIA Working Group.

"THAT, Council Liaison report be received as information.

AND THAT the DOBIA recommends to council that the DOBIA Parking Group, mandated by Schedule D.6 of Chapter 105 of the City of Orillia Municipal Code- Committees and Public Appointments, be dissolved.

AND THAT a request goes to Council that another BIA representative be added to the Transportation and Parking Working Group."

Carried.

12. Working Group Reports

Moved by Howorth, seconded by MacDonell

- a. Ruth Howorth, re – Christmas in June Debrief
Membership participation was low and the event, while enjoyed by families, did not have the desired impact.
- b. Michael Fredson and Jeff Gilbert re – Vintage Market and Mariposa Folk Fest
Numbers of people watching music at the Downtown Stage were great. Foot traffic on Peter St. S was minimal. There were difficulties day of with the locations for vendors and some members.
- c. Doug Cooper, Jenna French and Darcy MacDonell re – Summer Saturday Nights
The first weekend had lower numbers than expected but inclement weather had been expected. The second week numbers had noticeably increased. Consider a press release and increased social media.
- d. Michael Fredson and Jeff Gilbert re – Car Show & Starry Night

The Car Show working group meets next week to discuss progress. Starry Night organizers are excited for the event and are looking at expansion of the event footprint. A press release and social media posts should be considered.

e. Ruth Howorth and Jennie May Banks, re – Pirate Party

The event continues to grow with the planning of key members such as Marlow Devine of Paper Planes and Marley Lauro of Blossom Plants & Goods. Workload will be heavy, and volunteers will be needed.

"THAT, the Working Groups Meetings be received."

Carried

Deputation Motions

1. Ellen Wolper, Owner of Paper Kapers, re – Sidewalk Sale
Moved by Cooper, seconded by MacDonell

Requested for staff to plan a street closure event for August 10th or 17th on Mississauga St. E from Peter St. to Albert St.

"THAT, the deputation from Ellen Wolper, Owner of Paper Kapers regarding the Sidewalk Sale be received."

Carried.

Date of Next Meeting

Tuesday, August 20 at 5:30PM in the DOBIA Boardroom, DOBIA Office.

Adjournment

Moved by MacDonell, seconded by Cooper

"THAT the meeting be adjourned."

Carried

Meeting adjourned at: 9:42PM

Michael Fredson,
Chair