



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

MINUTES

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area
Tuesday, June 18, 2024

Present: Michael Fredson, In the Chair
Councillor David Campbell
Megan Murray, Secretary
Darcy Macdonell, Treasurer
Doug Cooper, Director
Ruth Howorth, Director
Jennie May Banks, Director

Absent: Jenna French, Director
Jeff Gilbert, Vice Chair

Also Present: Deron Johnston, Executive Director of DOBIA
Dawn Nita, Owner of DWN Chocolate

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 meeting held on Tuesday, June 18, 2024, be approved as distributed.

Carried

Disclosure of Interest

None declared.

Closed Session Items

Motion to move into Closed Session

Moved by Cooper, seconded by Howorth.

"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 Downtown Orillia BIA offices, to deal with matters pursuant to Section 239(2), Personnel, of the said Act (personnel matters).”

Carried.

Closed Session Items

1. Hiring of Administrative Coordinator Position
2. Renaming the title of the Manager of the BIA

Motion to Rise to Open Session

Moved by Cooper, seconded by Howorth.

THAT the board return to Open Session

Carried.

Meeting entered Closed Session at 6:06PM

Meeting re-entered Open Session at 6:43PM

Open Session

Motions Arising from Closed Session Discussions

1. Hiring of Administrative Coordinator Position
Moved by Cooper, Seconded by Banks

“THAT, the following members of the DOBIA Board form a committee to hire for the position of administrative coordinator:

Ruth Howorth

Jennie May Banks

Michael Fredson

Carried

2. Renaming the title of the Manager of the BIA
Moved by Banks, seconded by Howorth

“THAT, the position of DOBIA General Manager be changed to DOBIA Executive Director to align with OBIAA best practices.

Carried

Reports

1. Michael Fredson re – Financial Report
Deferred to next Month’s Meeting
2. Working Group Reports
Moved by Cooper, seconded by Campbell
 - a. Ruth, Jennie-May, Megan: Chamber Tie-In Events.

Map for Sidewalk Sale to be posted this week.

Ballots will be printed and dropped off at library and port. Pirate Party group is excited and ready to go and seeking sponsorship from members for attractions. Suggested to invest money directly into Pirate Party event for next budget.

b. Darcy, Jenna, Doug: Summer Saturday Nights.

A review of street closures should be done.

c. Jeff, Michael: Mariposa Folk Festival Vintage Market.

There are 30 vendors have registered for Vintage Market. It may be useful to include maps for future street closure applications.

d. Jeff, Michael: Car Show & Starry Night.

There will be no pre-registration this year, cars will register as they arrive. For Starry night the group has encouraged galleries to set up booths.

“THAT, the information from the working group committees be received.”

Carried

3. Michael Fredson re – Busking Program
Moved by Campbell, seconded by Banks

Eight people auditioned; six licences were approved. Insurance will be required this year. Licensees were advised on a variety of methods to obtain insurance.

“THAT, the report regarding the busking program be received.”

Carried.

4. Daren Johnston, General Manager, re – Office Report
Moved by Howorth, seconded by Campbell.

The office has been re-arranged to better facilitate meeting. Furniture may need to be sold.

“That the Office Report be received as information.”

Carried.

5. Michael Fredson, Chair, re – Signage Bylaw Changes
Moved by Campbell, seconded by MacDonell

There will be an email coming to the DOBIA seeking feedback about potential changes to the signage bylaw.

“THAT, the communication regarding signage bylaw feedback be sent out and the information be reviewed at the next meeting.”

Carried.

6. Michael Fredson, Chair, re – Sidewalk Snowplow
Moved by Cooper, seconded by Campbell

The current Holder machine we have is broken and will not be able to be repaired. The city has offered use of its' Kubota in the interim, It was suggested that storing it outside may have contributed to the rust problem. The board would like to look at additional options for snow removal.

“THAT, staff be directed to inquire for further information regarding snow removal machines and storage.”

Carried

7. Michael Fredson, Chair, re – Downtown Dollars
Moved by Cooper, seconded by Howorth

Continuing to consider a gift card program instead of a paper program. The current program is a high labour manual system. The city should be considered as a potential partner. An opportunity to improve redemption for members and staff could be a designated redemption day by appointment.

“THAT, staff be directed to assess the current Downtown Dollar redemption process to find efficiencies.”

Carried.

8. David Campell, City Council Liaison, re – City Council Updates
Moved by Cooper, seconded by Howorth

The city has determined that trees will need to be removed where the roots have been causing heaving in the sidewalks. The sidewalks will be re-graded where trees have been removed to improve safety. Communication to membership around the tree removal should be timely and clear. Due to funding concerns the major reconstruction of the downtown has been delayed with Phase 1 to begin in 2028.

“THAT, the council report be received as information.”

Carried.

9. Michael Fredson, Chair, re – Streetscaping Update
Moved by Cooper, seconded by Campbell

The lights that are in the trees being removed can remain in the trees due to their condition. Lights in good condition could be moved to Peter St. S, however it may be more efficient to completely replace the existing tree lighting. Priority should also be given to improving Alleyway lighting and beautification and a Alleyway Working Group should be struck.

“THAT, the streetscaping report be received.

AND THAT, a working group be created for Alleyway Beautification consisting of the following members:

Doug Cooper

Michael Fredson”

Carried.

Date of Next Meeting

Tuesday, July 16, 2024, in the DOBIA Boardroom, DOBIA Office.

Adjournment

Moved by MacDonell, seconded by Cooper

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 9:24PM

Michael Fredson,
Chair