



# DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

## MINUTES

Minutes of the Regular Board Meeting of the Downtown Orillia Business Improvement Area for  
Tuesday, May 21, 2024

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**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:**

### Open Session

**Chair-** Michael Fredson

### Call To Order

The meeting was called to order at 5:38PM.

### Approval of Agenda

Moved by Cooper, seconded by Howorth

“THAT the Downtown Orillia Business Improvement Area approve the agenda for the May 21, 2024, meeting with addendum.”

**Carried**

### Disclosure of Interest

None declared.

### 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 DOBIA Office, to deal with matters pursuant to Section 239(2) of the said Act (personal matters about

an identifiable individual, including municipal or local board employees).

**Carried.**

### **Closed Session Items**

#### 1. Personnel Matters

##### **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 5:41PM

Meeting re-entered Open Session at 6:01PM

### **Open Session**

#### **Motions Arising from Closed Session Discussions**

None.

#### **Correspondence- Action Items**

##### 1. Justin Suter, Event Coordinator, Orillia Chamber of Commerce re – Banners

Moved by Cooper, seconded by Banks

The request to contribute to the payment for new banners should be reflective of upcoming events and ability to reuse year over year. Additionally, the BIA will contribute to the new banners through the labour cost of staff installation.

“THAT, the DOBIA share the cost of the Pirate Party event banners.”

**Carried**

### **Reports**

##### 1. Darcy MacDonnell re – Financial Report

Moved by Cooper, seconded by Howorth.

Financial report attached to agenda package.

“THAT the Financial Report for the period from April 1, 2024, to April 30, 2024, be received as presented.”

**Carried**

2. Michael Fredson re – Downtown Police Presence

Moved by Howorth, seconded by Cooper

Concern around increased crime, advocating for increased police presence downtown and the new implementation of the Community Safety Initiative patrols.

“THAT the Transportation Advisory Working Group Report be received as information.”

**Carried**

3. Michael Fredson, Chair, re – Parking Review Council Request

Moved by Cooper, seconded by MacDonell

“THAT, the Parking Review Council Request report be received as information.”

**Carried**

4. Michael Fredson, Chair, re – Signage Bylaw Review

Moved by Cooper, seconded by Murray

The City of Orillia would like to streamline the signage bylaws. A member survey was distributed, and the board approves the proposal of the city.

“THAT, the Signage Bylaw Review report be received as information.

AND THAT the Downtown Orillia Business Improvement Area Board approves of the proposed removal of 832.2.23(a)(c), 832.2.25 and 832.17.1 from the signage bylaws.

AND THAT the DOBIA do not require any enforcement roles for signage to prevent confusion.

AND THAT flashing signage should not be permitted.

AND THAT window signage should not exceed 25% of combined window area per external wall and storey.

AND THAT the “Downtown Orillia Heritage Sign Design Criteria” be in place within the Business Improvement Area.”

**Carried.**

5. Michael Fredson, Chair, re – Busker Auditions

Moved by Cooper, seconded by Banks

"THAT, the Busker Auditions report be received as information

AND THAT the auditions be held on June 12, 2024"

**Carried**

6. Michael Fredson, Chair, re – Office Staff Setup

Moved by Cooper, seconded by MacDonell

The office will operate by appointment and the layout of the office will change to facilitate meetings. Meetings will be booked online on the DOBIA website.

"THAT, the Office Staff Setup report be received as information.

**Carried**

7. Working Group Reports

- a. Michael Fredson and Jeff Gilbert re – Vintage Market and Mariposa Folk Fest  
Save the Date information is going out to membership by email. There are just over 30 vintage vendors and membership participating in the street closure.
- b. Michael Fredson and Jeff Gilbert re – Car Show & Starry Night  
The Rotary Club has agreed to run the Car Show with guidance from experienced BIA members. Michael and Jeff continue to be in contact.
- c. Ruth Howorth and Jennie May Banks, re – Chamber Commerce Events  
Save the Date email to membership and invitation to volunteer and/or participate has gone out. Social media plan is in place and a map like the Easter event is being developed.
- d. Doug Cooper, Jenna French and Darcy MacDonell re – Summer Saturday Nights  
Restaurants and retailers have been notified of the planned dates.
- e. Ruth Howorth, Jennie May Banks re – Pirate Party  
Group will meet with Marlow Devine and other Volunteers from membership and Chamber of Commerce.

Meeting adjourned at: 8:52PM

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Michael Fredson, Chair