



# DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Board Meeting of the Downtown Orillia Business Improvement Area  
Tuesday, November 19, 2024

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Present: Michael Fredson, In the Chair  
Megan Murray, Secretary  
Doug Cooper, Director  
Jennie Mat Banks, Director  
Ruth Howorth, Director  
Jenna French, Director  
Councillor David Campbell

Absent: Darcy MacDonell, Treasurer  
Jeff Gilbert, Vice Chair

**Also Present:** Deron Johnston, DOBIA Executive Director  
Tarah Harper, DOBIA Membership Coordinator (Staff)

## Open Session

**Chair-** Michael Fredson

## Call To order

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

## Approval of Agenda

Moved by Doug Cooper, seconded by Ruth Howorth.

"THAT, the minutes for the regular board meetings held on September 17, 2024 and October 15, 2024 be approved as distributed."

**Carried**

## Disclosure of Interest

None declared.

## Deputations

1. Catherine Allman, Don Brommet. Orillia Arts in Public Places Committee re – Arts Downtown
2. Kevin Gangloff, Director of the Orillia Youth Centre re – Roots North Music Festival

3. Janette MacDonald, Miconex Business Development Manager- Miconex Gift Card Program

## Minutes

Moved by Doug Cooper, seconded by Ruth Howorth.

"THAT, the minutes for the regular board meetings held on September 17, 2024 and October 15, 2024 be approved as distributed."

**Carried.**

## Closed Session

Entering Closed Session at 6:39PM

Moved by Ruth Howorth, seconded by Doug Cooper.

"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 Boardroom, to deal with matters pursuant to Section 239(2)(b) of the said Act (Personal Matter(s))."

**Carried**

Rising to Open Session at

Moved by Ruth Howorth, seconded by Doug Cooper.

"That the Board rise to Open Session"

**Carried**

## Open Session

Closed Session Motions

Moved by Jennie May Banks, seconded by Doug Cooper.

"That a notice of Motion be filed to discuss this reconsideration at the next regular Board meeting."

**Carried**

## Correspondence Information Items-

1. Shawn Crawford, Director of Legislative, Building, Parking, and Transit Services re – Signage Bylaw Report.

Need to review area that sign bylaw covers. New area proposed is smaller than current footprint. Consider what to remove in terms of conditions for signs. Sandwich board signs should have most restrictions removed. Flashing open signs should continue to be allowed one per business. Illuminated window signage, currently none are permitted, new bylaw would allow one per business. BIA would like to ensure there is a way to apply for exception for special or temporary signage. Halo-style signage is currently not allowed; however the recommendation is to allow. Backlit sign boxes are not recommended to allow. Change enforcement process to eliminate DOBIA from process.

“THAT, the correspondence from Shawn Crawford, Director of Legislative, Building, Parking, and Transit Services re – Signage Bylaw Report be received.

AND THAT the board supports the recommendations as presented.”

**Carried.**

## **Reports**

1. Michael Fredson, Chair re – Financial Report  
Moved by Doug, seconded by Ruth. Carried.

“THAT, the financial report be received as information and approved as presented.”

**Carried**

2. Deron Johnston, DOBIA Executive Director, re – Office Report  
Moved by Doug Cooper, seconded by Ruth Howorth.

“THAT, the Office Report be received as information.

AND THAT, the \$103.30 cost of Staff member Tarah Harper joining the Orillia Business Women’s Association be paid by the DOBIA.”

**Carried.**

3. Megan Murray, Director re – Transportation Working Group Report  
Moved by David Campbell, seconded by Jennie May Banks.

“THAT, the Transportation Working Group Report be received.”

**Carried**

4. David Campbell, Orillia City Council Representative re – City of Orillia Council Report  
Moved by Ruth Howorth, seconded by Jennie May Banks.

David has been added to Downtown BIA Parking Working Group. “Big Dig” may be removed from 10 year infrastructure plan. Public parking lot rates will increase by \$0.25. Proposed property tax increase of 5.42% for 2025 budget. Downtown Tomorrow plan approval has been delayed until March.

“THAT, the City of Orillia Council Report be received.”

**Carried**

5. Deron Johnston, DOBIA Executive Director, re – Follow Up with Age Friendly Orillia  
Moved by Jennie May Banks, Seconded by Ruth Howorth

Follow-up meeting with Age-Friendly Orillia Group should be scheduled with staff.

“THAT, the report on follow up with Age Friendly Orillia be received.”

**Carried**

6. Deron Johnston, DOBIA Executive Director, re – Gift Card Program  
Moved by Doug Cooper, Seconded by Ruth Howorth

The Downtown Dollar program as it stands continues to be difficult to administrate. A survey created by the Executive Committee could be sent out to determine membership input regarding the potential changes to the program membership might like to see.

"THAT, the report on the Gift Card program be received

AND THAT, the executive committee create a survey to be sent to membership regarding the future of the Gift Card program."

**Carried.**

7. Deron Johnston, DOBIA Executive Director, re – BIA Rebranding  
Moved by Doug Cooper, Seconded by Ruth Howorth

There has been a call for the DOBIA to rebrand. This should be explored in the new year.

"THAT, the report on rebranding for the downtown be received.

AND THAT, a rebranding working group be struck in January."

**Carried**

8. Deron Johnston, DOBIA Executive Director, re – BIA Rebranding  
Moved by David Campbell, Seconded by Ruth Howorth

The DOBIA has been featured several times regarding their good work and projects in the Ontario Business Improvement Area Association. Congratulations to the hard work of the Board and Staff of DOBIA!

"THAT, the report on DOBIA's feature in OBIAA newsletters report be received."

**Carried.**

9. Deron Johnston, DOBIA Executive Director, re – Sidewalk Snowplow  
Moved by Jennie May Banks, seconded by Doug Cooper.

The new snow plow can be customized for use for the DOBIA is ready to be ordered at a maximum cost of \$55 000. It will be stored and maintained by the City of Orillia but used exclusively by the DOBIA.

"THAT, the report on the snowplow be received.

AND THAT, the snowplow should be purchased with funds from the reserve for no more than \$55,000.

**Carried.**

10. Deron Johnston, DOBIA Executive Director, re – Alcohol and BIA-Organized Events  
Moved by Doug Cooper, seconded by Ruth Howorth

Consideration should be given to whether the DOBIA should sponsor events including alcohol. It was noted that businesses that serve alcohol must adhere to current regulations and insurance which should cover liabilities. Confirmation is needed.

"THAT, the report on Alcohol and DOBIA events be received."

**Carried.**

11. Deron Johnston, DOBIA Executive Director, re – December Break and Social  
Moved by Doug Cooper, seconded by David Campbell

There is a Breakfast social planned for December. No Board regular board meeting will occur in December.

"THAT, the report on the December break and social be received.

AND THAT, a breakfast social will be held on December 10, 2024, at 10:00AM.

**Carried**

12. Deron Johnston, DOBIA Executive Director, re – Meeting at Thor Motors  
Moved by Ruth Howorth, seconded by Jennie May Banks.

A meeting of local concerned businesses took place at Thor Motors regarding safety and vandalism in the area.

"THAT, the report on the meeting held at Thor Motors be received."

**Carried.**

13. Deron Johnston, DOBIA Executive Director, re – AMCTO Municipal Training for staff  
Moved by Ruth Howorth, seconded by Doug Cooper.

There is a training available from the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) which would train staff in the ways that municipal governance operates, improving communication with the municipality.

"THAT, the report on the AMCTO training be received.

AND THAT, the Executive Director and Membership Coordinator should enroll.

AND THAT, the cost of training does not exceed \$1200 per module.

AND THAT, if employees do not complete or successfully complete the module, staff will be requested to reimburse the DOBIA."

**Carried.**

14. Deron Johnston, DOBIA Executive Director, re – Summer Students  
Moved by Jennie May Banks, seconded by Ruth Howorth

Canada Summer Student grants are now open for application. Summer students may not be needed this year as the office is still determining its need and work rhythms.

"THAT, the report on summer students be received as information."

**Carried.**

15. Deron Johnston, DOBIA Executive Director, re – Audio System Purchase  
Moved by Jennie May Banks, seconded by David Campbell

An audio system would help to support organization and event planners when having events in the DOBIA. The cost reflects the quality of the system and to protect the investment policies and procedures should be written for its use.

"THAT, the report on the Audio System purchase be received.

AND THAT, payment for the system shall not exceed \$1800.

AND THAT policies and procedures be written for the use of the sound system."

**Carried.**

16. Michael Fredson, Chair re – BIA Work Plan with Page by Page Consulting  
Moved by , seconded by .

Will be scheduled for January Board meeting.

"THAT, the Page by Page Consulting report be received.

AND THAT a special meeting be scheduled in January prior to the regular board meeting."

**Carried.**

17. Working Group reports  
Moved by Doug Cooper, seconded by Jennie May Banks.

Megan Murray, Governance re– Event Policy & Planner, DOBIA Board Code of Conduct  
Deron Johnston, Seasonal Programming re – Consider adding décor to Matchedash St.

"THAT, the working group reports be received."

**Carried.**

## **Deputation Motions**

1. Catherine Allman, Don Brommet. Orillia Arts in Public Places Committee re – Arts Downtown  
Moved by Doug Cooper, seconded by David Campbell

For anyone who would like to have a mural on their property, they should apply. Alie Bradford is the city contact for these projects.

"THAT, the of Orillia Arts in Public Places Committee re – Arts in the Downtown be received."

**Carried**

2. Kevin Gangloff, Director of the Orillia Youth Centre re – Roots North Music Festival  
Moved by Jennie May Banks, seconded by Ruth Howorth

Would like BIA to continue funding for businesses who host Roots North performances. Megan suggested to have someone from the DOBIA Board attend programming working group meetings to help the board and membership more aware of Roots North. Additionally, there should be a streamlined and standardized application process for funding.

"THAT, the deputations from Kevin Gangloff, Director of the Orillia Youth Centre re – Roots North be received.

AND THAT, the sponsorship process be formalized.

AND the Roots North committee have a liaison from the DOBIA to further engage with this downtown event."

**Carried.**

3. Janette MacDonald, Miconex Business Development Manager- Miconex Gift Card Program  
Moved by David Campbell, seconded by Ruth Howorth

Primary expense is access to Visa platform. Growth manager included as well as webinars, social media support. Merchants pay regular Visa fees. Start-up costs include 2500 branded cards, 2500 branded card carrier and training. Merchants can sign up online or through door to door soliciting. Will LaFrance attended to represent City of Orillia Economic Development. Staff to continue to work with Miconex to reduce costs and tailor offer.

"THAT, the deputations from Janette MacDonald, Miconex Business Development Manager- Miconex Gift Card Program be received.

AND THAT, staff to work to obtain a firm quotation from the Miconex Gift Card company."  
**Carried.**

### **Date of Next Meeting**

January 21, 2025, at 5:30PM in the DOBIA Boardroom, DOBIA Office.

## **Adjournment**

Moved by Jennie May Banks, seconded by Doug Cooper.

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“THAT the meeting be adjourned.”

## **Carried**

Meeting adjourned at: 10:05PM

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Michael Fredson,  
Chair