



# DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

## MINUTES

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area  
Tuesday September 17, 2024

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**Present:** Michael Fredson, In the Chair  
Jeff Gilbert, Vice Chair  
Councillor David Campbell  
Megan Murray, Secretary  
Doug Cooper, Director  
Darcy Macdonell, Treasurer

**Absent:** Jenna French, Director  
Ruth Howorth, Director  
Jennie May Banks, Director

**Also Present:** Deron Johnston, Executive Director  
Tarah Harper, Administrative Coordinator  
Louise Cohen, Co-Chair Age-Friendly Orillia  
Danielle Pittman, Orillia Matters  
Louise Cohen & Liza Parry, Co-Chairs of Age Friendly Orillia  
Dawn Nita, DWN Chocolate

### Open Session

**Chair- Michael Fredson**

### Call To order

The meeting was called to order at 5:42PM.

### Approval of Agenda

Moved by David Campbell, seconded by Doug Cooper.

THAT the Downtown Orillia Business Improvement Area board approve the agenda for the September 17, 2024, meeting as distributed

### Carried

### Disclosure of Interest

None declared.

### Deputations

1. Louise Cohen, Co-Chair of Age Friendly Orillia re – Age Friendly Orillia in the Downtown

Asking for support of business recognition program. They are asking for BIA Members to fill out nomination forms for age-friendly businesses and would like to meet again to discuss age friendly initiatives in Downtown Orillia.

## **Minutes**

Moved by David Campbell, seconded by Doug Cooper.

THAT, the minutes for the meeting held on August 20, 2024, be approved as distributed.

**Carried.**

## **Closed Session Items**

Moved by Jeff Gilbert, seconded by Darcy MacDonell.

"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. Consideration for new chair for the next BIA year as the current Chair would like to transition to another role in January, 2025.

## **Motion to Rise to Open Session**

Moved by Doug Cooper, seconded by Jeff Gilbert.

THAT the board rise to Open Session

**Carried.**

Meeting entered Closed Session at 6:00PM

Meeting re-entered Open Session at 6:08PM

## **Open Session**

## **Reports**

1. Deron Johnston, DOBIA Executive Director, re – Office Report  
Moved by David Campbell, seconded by Jeff Gilbert

Deron advised that Tarah has done an amazing job in creating a process for the office to properly process Downtown Dollars. There is still a lot of work to do getting caught up on missing information on previous Downtown Dollars. Reimbursement of members could be happening sooner with direct deposit. Re-imburement by cheque can potentially be happening faster as well. Recommendation to consider a gift card program for the sake of efficiency and faster re-imburement to members.

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

**Carried**

2. Michael Fredson, Chair, re – Financial Report.  
Moved by Doug Cooper, seconded by Jeff Gilbert

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

**Carried**

3. Deron Johnston, DOBIA Executive Director, re – Lighting Project  
Moved by Doug Cooper, seconded by Jeff Gilbert

Rick has been working with city to make sure poles are working and city staff are excited about this project.

"THAT, the Office Report be received as information."

**Carried.**

4. Deron Johnston, DOBIA Executive Director, re – Replacement of Garbage Cans  
Moved by Doug Cooper, seconded by Jeff Gilbert

Investigate cost of replacing existing garbage cans.

"THAT, the report on replacement garbage cans be received."

**Carried.**

5. Deron Johnston, DOBIA Executive Director, re – Employee Benefits & Sick Leave  
Moved by Doug Cooper, seconded by Jeff Gilbert

Nothing new to report at this time.

"THAT, the report on employee Benefits and Sick Leave be received. "

**Carried.**

6. Deron Johnston, DOBIA Executive Director, re – Parking Ticket Forgiveness Program  
Moved by Doug Cooper, seconded by David Campbell

A change to this goodwill program is being considered by city staff.

"THAT, the report on the Parking Ticket Forgiveness program be received.

AND THAT, the Board supports the continuation of the program if administered through the City of Orillia.”

**Carried.**

7. Deron Johnston, DOBIA Executive Director, re – Emergency Event Planning  
Moved by Jeff Gilbert, seconded by Doug Cooper

Consider an emergency call tree. Recommended that the Governance working group to work on this.

"THAT, the report on the Emergency Event Planning be received.

AND THAT, Staff and the Governance Working Group be directed to create recommendations for policies and procedures regarding Emergency Events.

AND THAT a “Phone Tree” consisting of Staff and Board members be created for quick communication in the event of an emergency.”

**Carried.**

8. Deron Johnston, DOBIA Executive Director, re – Letter of Support for ORAH Awards  
Moved by Darcy MacDonell, seconded by Doug Cooper.

The board agrees to recommend the Fire Hall Flowery and Garden for an ORAH Award as suggested.

"THAT, the report on the ORAH Awards be received.

AND THAT the board approves the letter of recommendation for the ORAH Awards submission from Leslie Fournier, Streets Alive.”

**Carried.**

9. Deron Johnston, DOBIA Executive Director, re – Advertising  
Moved by Doug Cooper, seconded by Jeff Gilbert

Many advertising options are being sent in to office via salespeople and email. Recommended to invest in OLC guide and pass on the rest at this time. The board would like to connect all ads to our website to drive traffic. Consider Driftscape app for future.

"THAT, the report on Advertising be received.

AND THAT the board approves advertising be placed in the following publications:

- Orillia and Lake Country- Half Page Vertical with Locator \$989.00

AND THAT further investigation be made into the Driftscape App.”

**Carried.**

10. Deron Johnston, DOBIA Executive Director, re – Letter for BIA Council Appointment  
Moved by Doug Cooper, seconded by Jeff Gilbert

Due to a potential shuffle of city council appointments, the board would like to send a letter that requests that City Councillor David Campbell retain his appointment on the DOBIA Board.

"THAT, staff write a letter to Mayor Donald MacIsaac requesting the retention of Councillor David Campbell in the position of Council Representative in order to continue his excellent work on the Downtown Orillia Business Improvement Area Board."

**Carried.**

11. Deron Johnston, DOBIA Executive Director, re – BIA Truck Maintenance  
Moved by Jeff Gilbert, seconded by Doug Cooper

Maintenance Staff Rick has advised that the DOBIA truck needs new tires. The Board approved up to \$1500 for new tires.

"THAT, new tires be purchased for the BIA Maintenance Truck with a budget of \$1500."

**Carried.**

12. Deron Johnston, DOBIA Executive Director, re – Public Relations Planning  
Moved by Doug Cooper, seconded by Jeff Gilbert

The DOBIA should prepare for the possibility of a negative story in the media and further consider publishing positive pieces about events and downtown successes.

"THAT, staff prepare a series of press release articles with the efforts and successes of the BIA and municipality regarding the most common criticisms of Downtown Main Street as part of Public Relations planning."

**Carried.**

13. Deron Johnston, DOBIA Executive Director, re – Budget  
Moved by Doug Cooper, Seconded by Jeff Gilbert

The DOBIA has agreed to present the draft budget to membership at the upcoming AGM, There are also budget requests for the City of Orillia including the retaking of the cost of Hydro, contributions for the Wildlife Contract undertaken on municipal property and contributions to lighting upgrades. Additionally, that the DOBIA Tax Levy be increased 3% in line with inflation and historical increases.

"THAT, the discussed budget be presented to the membership at the 2024 AGM

AND THAT the budget be submitted to the City of Orillia for their deadline of September 25, 2024.

AND THAT the BIA Tax Levy be increased 3%, in line with historical increases.

AND THAT the DOBIA recommend the City of Orillia consider the following items during their budget considerations:

- A contribution match of \$12000 for Lighting upgrades
- A contribution of \$5000 for wildlife control over municipal property
- That the city retakes the cost of hydro

**Carried.**

14. Ruth Howorth, Director, re – Orillia Chamber of Commerce Report  
Nothing to report.

15. Megan Murray, Director, re – Orillia Transit and Parking Working Group Report  
Moved by David Campbel, seconded by Darcy MacDonell

Parking spaces added to Colborne Street. Doug suggested that BIA recommend changing the overnight parking rules specifically to remove no overnight parking restrictions. Recommend that Councillor Campbell work with the BIA Board prepare a report about winter parking restrictions October 7<sup>th</sup> Council meeting.

"THAT, the Orillia Transit and Parking Working Group Report be received.

AND THAT Councillor Campbell work with the Board to prepare a report regarding for overnight parking restrictions during the winter to be presented for the October 7, 2024, City Council meeting."

**Carried.**

16. David Campbell, City Councillor, re –City Council Liaison Report  
Moved by Doug Cooper, seconded by Darcy MacDonell

Sustainable Orillia would like downtown to support World Vegetarian Day and requests that restaurants promote vegetarian dishes however this would be very challenging with such a limited time as date of the Vegetarian Day is October 1<sup>st</sup>. The DOBIA needs to review website deputation process as it is not functioning properly. The Board would like a specific form that members can fill out to request a deputation. Lastly, replacement of Christmas tree is being considered by Council and they may request that the BIA contribute to the new tree. Megan proposes that a BIA contribution may help to have a say over the tree and its

lighting. The board would like more specificity about the project before any more discussions proceed.

"THAT, the City Council Liaison Report be received as information."

**Carried.**

#### 17. Working Group Reports

Moved by Jeff Gilbert, seconded by Doug Cooper

- a. Pirate Party Debrief included it's excellent attendance and some very positive feedback on sales from businesses.
- b. Seasonal Décor and Events. The Monster March press release sent out to media. At the present time 15 businesses participating as trick or treat locations. Fall Seasonal Décor the board should consider buying fall and winter banners since the inventory count of all banners is very low. The board has recommend to buy winter for this year and fall banners for next year. Fall banners will not be up very long if installed this year. Board requests that Megan finalize this project of purchasing winter banners with a budget of \$6500. For the Holiday Weekend Kickoff Events Tarah spoke to Chamber about participating in the Santa Claus, the DOBIA Float will use the BIA truck and encourage businesses to participate by walking with the float in their business swag and if desired hand items out to parade watchers.
- c. Governance working group has presented a draft of the Anti-Violence and Harassment Policy. The current policy has been in place since 2018. Megan combined city and current policies to create new policy, and the board would like policy to be ready to present to members at AGM.

"THAT, the Working Group Reports be received as information.

AND THAT Winter Banners be ordered with a budget of \$6500."

**Carried.**

#### Deputation Motions

Moved by Doug Cooper, seconded by Darcy MacDonell

"THAT, the Deputation from Louise Cohen, Co-Chair of Age Friendly Orillia regarding Age Friendly Orillia in the Downtown is received.

AND THAT a follow up meeting be scheduled to discuss age friendly initiative in the Downtown."

**Carried.**

#### Date of Next Meeting

October 15, 2024, at 5:00PM in the DOBIA Boardroom, DOBIA Office.

## **Adjournment**

Moved by Doug Cooper, seconded by Jeff Gilbert.

:

“THAT the meeting be adjourned.”

## **Carried**

Meeting adjourned at: 9:17PM

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Michael Fredson,  
Chair