



Downtown Orillia Business Improvement Area

Regular Board Meeting
Tuesday, March 18, 2025 – 5:30PM
Downtown Orillia Office
23 Mississaga Street West, Orillia

Agenda

Notice: This meeting will be held in-person. Board members may be accommodated electronically when, for unusual or exceptional reasons, they are not able to attend. The meetings will not be livestreamed or recorded, unless advertised otherwise, and the minutes shall remain the official record of the proceedings.

Open Session

Chair- Doug Cooper

Call to Order

Approval of Agenda

Disclosure of Interest

Deputations

1. re – Destigaytions

Minutes

1. Regular Meeting, February 18th, 2025

Correspondence- Information Items

1. Melissa Gowanlock, Manager of Communications re – Transit Survey

Reports

1. Michael Fredson, Director, re – Financial Report
2. Deron Johnston, Executive Director re – Office Report
3. Megan Murray, City of Orillia Transportation Working Group Report

4. Standing Committee Reports
 - a. Jennie May Banks, Vice Chair re – Marketing, Programming & Sponsorship
 - b. Megan Murray, Secretary re – Beautification, Maintenance & Streetscape
5. David Campbell, Council Representative re – City of Orillia Council Report
6. Deron Johnston, Executive Director re – BIA Partner Organizations Report
7. Deron Johnston, Executive Director re – DOBIA Budget 2026
8. Michael Fredson, Treasurer re – Branding Guidelines Plan
9. Deron Johnston, Executive Director re – Gift Card Membership Survey Results
10. Deron Johnston, Executive Director, re – Service Agreements with City of Orillia
11. Deron Johnston, Executive Director, re – Succession Planning & Job Descriptions
12. Jeff Gilbert, Director re – Foot Patrols and Community Safety Initiative

Deputation Motions

Date of Next Meeting

April 15th, at 5:30PM at the DOBIA Office.

Adjournment