



Downtown Orillia Business Improvement Area

Annual General Meeting
Thursday, October 23, 2025
Networking 5:30 PM, Meeting 6:00 PM
Creative Nomad Studios
23 Mississauga 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

Minutes

1. Annual General Meeting, October 15, 2024

Keynote Speaker

1. Kay Matthews, City of Toronto Community Developer for BIA's

Reports

1. Doug Cooper, Chair re – DOBIA 2025 Annual Report
2. Michael Fredson, Treasurer, re – 2026 Budget and Financial Report
3. Jennie-May Banks, Vice Chair re – Programming, Marketing & Sponsorship Committee Report
4. Megan Murray, Secretary re – Beautification, Maintenance & Streetscape Committee Report
5. Megan Murray, Secretary re – DOBIA Policy Update
6. Tarah Harper, DOBIA Membership Coordinator, re – Special Announcement
7. Deron Johnston, Executive Director re – DOBIA Special Recognition Awards
8. Deron Johnston, Executive Director re – Acknowledgements

Date of Next Meeting

Tuesday, October 20, 2026, at 6:30 PM at Creative Nomad Studios.

Adjournment



Downtown Orillia Business Improvement Area Minutes

2024 Annual General Meeting of the DOBIA on Tuesday, October 15, 2024

Present: Michael Fredson, Chair
Jeff Gilbert, Vice-Chair
Darcy MacDonell, Treasurer
Megan Murray, Secretary
Ruth Howorth, Director
Jenna French, Director
Jennie May Banks, Director
Councillor David Campbell

Regrets: Doug Cooper, Director

Also Present: Deron Johnston, DOBIA Executive Director
Tarah Harper, DOBIA Membership Coordinator
Prerna Sharma, City of Orillia Economic Development Coordinator
Will LaFrance, City of Orillia Fuel Innovation Manager
DOBIA Membership Attendees

Open Session

Chair- Michael Fredson

Call To Order

The meeting was called to order at 6:32 PM.

Approval of Agenda

Moved by Molly Farquarson, seconded by Natasha McDonald

“THAT, the agenda for the 2024 Annual General Meeting on October 15, 2024, be approved.”

Carried.

Disclosure of Interest

None declared.

Welcome Messages

1. Minister Jill Dunlop MPP
2. Councillor Ralph Cipolla on behalf of Mayor Don McIsaac

Land Acknowledgement



Deputations

1. Prerna Sharma, City of Orillia Fuel Innovation

Description of the City of Orillia Fuel Innovation program's scope of work. Services include streamlining processes, support with pre-seed/fund-seeking entrepreneurs, hosting TARA Talks and the Innovate & Elevate Symposium. Workshops topic through the Fuel Innovation program includes grant writing, cybersecurity and intellectual property fundamentals.

2. Will LaFrance, Manager City of Orillia Economic Development Coordinator

Outlining some of the business and community supports available through the City of Orillia's Economic Development department including building business connections, providing municipal information and administering the Downtown Tomorrow Community Improvement Plan (DTCIP)'s grant program.

Items

1. Michael Fredson, Chair re – Annual Report Moved by Jenna French, seconded by Darcy MacDonell.

Congratulations and mentions of all new businesses, new ownerships and anniversaries in 2024.

"THAT, Annual Report be received."

Carried.

2. Michael Fredson, Chair, re – Financial Report Moved by Dawn Nita, seconded by Linda Tiffin.

The 2023 year to date financial statement was presented. Clarifications were given regarding surplus funds which are deposited into the reserve, the amount currently in the reserve, which is approximately \$320 000, and why the DOBIA is charged for hydro use, we are only charged for additional usage beyond the operation of the light

"THAT, the financial report be received."

Carried.



3. Deron Johnston, Executive Director re – 2024 Programming
Moved by Dawn Nita, seconded by Natasha McDonald.

Goal to further work with partners and members to organize downtown events. Events will continue to be marketed via the website, social media posts, social media events, signage, press releases etc. If there is interest in participating the office will be sending out call to action to join programming working groups. Ideas for new or continuing events will require organizers to run with support from the DOBIA staff and board.

“THAT, the 2024 Programming report be received.”

Carried.

4. Megan Murray, Director re – Policy Updates & Training
Moved by Dawn Nita, seconded by Lucia McGarvey.

Description of the first update to the existing outdated policy manual was to address the serious issue of harassment of office staff. There is now a Workplace Anti-Harassment, Anti-Violence Policy. This policy was written in cooperation with the Human Resources department at the City of Orillia and has been adopted. For more information, please contact the office for a copy of the policy.

“THAT, the Policy Updates and Training report be received.”

Carried.

5. Michael Fredson, Chair re – 2025 Budget
Moved by Dawn Nita, seconded by Ruth Howorth.

The proposed 2025 budget was presented. Discussions included proposed marketing campaigns and clarifications around how event funding would be accessed.

“THAT, the 2025 Budget report be received.”

Carried.

6. Michael Fredson, Chair and Deron Johnston, Executive Director re – Special Announcement
Moved by Dawn Nita, seconded by Lucia McGarvey.

LED Lights are to be installed on all regular sized Downtown light poles. This project is to be fully paid through the BIA Reserve and will not interfere with any other projects. This project will be unveiled at the Holiday Tree Lighting; the tree will be lit by the City of Orillia.



“THAT, Special Announcement be received.”

Carried.

7. Deron Johnston, Executive Director re – Acknowledgements
Moved by Dawn Nita, seconded by Natasha McDonald.

The DOBIA Board would like to thank all those mentioned in the presentation.

“THAT, the Acknowledgements report be received.”

Carried.

8. Tarah Harper, Membership Coordinator re – 2024 In Review Video
Moved by Dawn Nita, seconded by Ruth Howorth.

“THAT, the 2024 In Review Video be received.”

Carried.

9. Megan Murray, Director re – Open Forum
Moved by Darcy MacDonell, seconded by Ruth Howorth

The following comments were made:

- Marlow Devine, Paper Planes Café
 - o Would like to see the creation of an information package for new businesses.
- Elena Villalba, Uptown Living
 - o Enjoyed the mini Thanksgiving videos featuring downtown business owners. Is willing to share marketing efforts of BIA and would like easier access to marketing graphics.
- Dawn Nita, DWN Chocolate
 - o Would like to see wayfinding signage to direct people to downtown and a safety review for barricaded events.
- Ellen Wolper, Paper Kapers
 - o Would like to see more (4 or 5) sidewalk sales. Would like to see the BIA website updated. Would like a new poster for the parking ticket forgiveness program. Would like to see a pause in enforcement of the sign bylaw, for the BIA to stop paying for the staff parking spots and a BIA organized private member Facebook page. In response Councillor David Campbell explained that the parking ticket program was created by the city as a goodwill program not designed to cancel tickets in general. Membership Coordinator Tarah Harper advised of the process involved in the ticket forgiveness program. Michael Fredson advised that the signage bylaw is being reviewed by the city with input from the BIA.



Deputation Motions

Moved by Ruth Howorth, seconded by Elena Villalba.

“THAT, the deputations from Prerna Sharma and Will LaFrance be received as information.”

Carried

Date of Next Meeting

Thursday, October 23, 2025, at 6:30 PM at Creative Nomad Studios.

Adjournment

Moved by Dawn Nita, seconded by Ruth Howorth.

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 8:52 PM

Michael Fredson,
Chair



DOBIA 2026 BUDGET

	2026	2025	2024
DESCRIPTION	Budget	Budget	Budget
REVENUES			
BIA Levy	-310 173	-301 139	-295 234
Grant in Lieu of Taxes	-8 000	-8 000	-8 000
Total Taxation Revenues	-318 173	-309 139	-303 234
General Revenues			
Fees for service - maintenance	-52 794	-51 256	-40 054
Federal Grants			
Provincial Grants			-3 500
Nongovernmental Grants			-4 000
Sidewalk Sale fees			-2 754
Block Party fees			
Farm to Table fees			
Car Show fees			-13 000
Event Sponsorships			-17 000
Downtown Bag sales			
Total General Revenues	-52 794	-51 256	-80 308
Other Revenue			
Surplus from previous year			-24 550
Total Other Revenues			-24 550
TOTAL DOWNTOWN ORILLIA BIA REVENUES	-370 967	-360 394	-408 092
EXPENSES			
Special Event Promotions			
Downtown Dollars & Gift Card Promotions	7 000	3 000	
Car Show Expenses (event is now organized by Rotary)			20 000
Community & Downtown Event Sponsorships	10 000	2 000	20 000
Mariposa Folk Festival	5 000	6 000	7 000
Easter Promotion		1 500	1 000
Streets Alive! (Moved to Streetscape Upgrades)		7 000	7 000
Flowers (Hanging Baskets moved to Maintenance & Décor)			10 200
See You On The Patio Program			2 000
Total Special Event Promotions Expenses	22 000	51 500	107 600
Special Marketing Projects			
Website	10 000	1 500	2 000
Christmas Lights Replacement/Installation			
Seasonal Promotions (3rd party content creation)	3 000	10 000	22 553
Total Special Marketing Projects Expenses	13 000	11 500	24 553
Maintenance & Decor			
Christmas Street Decorations (includes hanging baskets)	10 000	20 000	30 000
Office Maintenance	2 000	2 000	2 000



Maintenance Vehicle	5 500	4 950	2 000
Signage	7 500	10 000	7 000
Streetscape Upgrades (including Streets Alive, banners etc.)	18, 000	12 000	2 000
Hydro	8 500	7 500	9 160
Total Maintenance & Decor Expenses	51 500	36 450	22 160
Planning Development & Parking			
Ticket Forgiveness Program			1 500
Total Planning Development & Parking Expenses			1 500
Administration			
Salaries & Wages	192 932	187 313	185 704
Benefits	18 731	18 731	18 725
Audit Fees	1 500		1 404
Legal Fees	2 000	800	800
Bank Services Charges	2 000		-
Payment Processing Fees	1 000	1 000	1 300
Gift Card Program Fees	10 800		
Natural Gas			
Water/Sewer			
Telephone	1 200	1 200	1 200
Insurance	5 000	5 000	4 787
Leases, Equipment			
Leases, Office	18 000	14 000	12 546
Recognition Gifts	500	1 000	500
Conferences	6 000	5 000	2 000
Travel & Expense	1 000	600	500
Mileage	304	1 000	600
Postage		100	100
Office Materials & Supplies	5 000	3 000	10 210
Interdepartmental Services			550
Misc. Admin	7 500		1 000
AGM Expenses	1 000	1 000	1 000
Total Administration Expenses	274 467	240,944	242 926
Miscellaneous			
Write Offs			2 051
Redistribution			550
Reserve Contributions			
Wildlife Management	10 000	20 000	6 752
Total Miscellaneous Expenses	10 000	20 000	2 601
Other			
	370 967	360,394	408 092
TOTAL DOWNTOWN ORILLIA BIA EXPENSES			
NET DOWNTOWN ORILLIA BIA			