



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Tuesday, April 15, 2025, Regular Meeting of the
Downtown Orillia Business Improvement Area

Present: Doug Cooper, In the Chair
Jennie May Banks, Vice Chair (via Teams)
Councillor David Campbell
Megan Murray, Secretary
Michael Fredson, Treasurer
Jeff Gilbert, Director (via Teams)
Ruth Howorth, Director
Darcy MacDonell, Director

Absent: Jenna French, Director

Also Present:

Deron Johnston, Executive Director

Tarah Harper, Administrative Coordinator

Anna Proctor, Simcoe North Life

Dawn Nita, DWN Chocolate

Megan Foley, Destigaytions (via Teams)

Open Session

Chair-

Call To order

The meeting was called to order at 5:34 PM.

Approval of Agenda

Moved by David Campbell, seconded by Darcy MacDonell.

THAT the Downtown Orillia Business Improvement Area approve the agenda for April 15, 2025, meeting as distributed.”

Carried

Disclosure of Interest

None declared.

Deputations

1. Anna Proctor, North Simcoe Life re – Boater Publication
2. Megan Foley, Relationship Manager re – Destigaytions

Minutes

1. Moved by Ruth Howorth, seconded by Michael Fredson.

THAT, the minutes for the meeting held on March 18, 2025, be approved as distributed.

Carried.

Closed Session

Entering Closed Session

Moved by Michael Fredson, seconded by Ruth Howorth.

“THAT, pursuant to Section 239(4) (d)(k) 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) (d)(k) of the said Act (Labour relations or employee negotiations, and, a position, plan, procedure, criteria or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board).”

Carried

Time Closed Session begins: 6:19 PM

Rising to Open Session

Moved by Ruth Howorth, seconded by Darcy MacDonell.

“That the Board rise to Open Session”

Carried

Time Closed Session ends: 6:31 PM

Open Session

Closed Session Motions

Moved by Jennie May Banks, seconded by Ruth Howorth.

Office Lease and Staff Contracts discussions.

“THAT, the confidential direction be adopted.”

Carried

Reports

1. Michael Fredson, Treasurer re – Financial Report
Moved by Ruth Howorth, seconded by Darcy MacDonell.

"THAT, the financial report be received as presented."

Carried

2. Deron Johnston, DOBIA Executive Director, re – Office Report
Moved by Michael Fredson, seconded by Darcy MacDonell.

Discussion of the Office Report included a request for permission from the board to allow Executive Director Deron Johnston to apply for a position on the OBIAA Board of Directors. There has been a request from the Rainbow Initiative for a letter of support regarding a mural project at Plum Loco. The Mariposa Folk Festival would like confirmation of sponsorship funding for the downtown stage.

"THAT, the Office Report be received.

AND THAT, the board gives approval for Executive Director Deron Johnston to apply for the OBIAA board position.

AND THAT the Rainbow Initiative receive a letter of support

AND THAT the Mariposa Folk Fest application for funding be approved and contract signed."

Carried.

3. Megan Murray and Jennie May Banks, re – Standing Committee Reports.
Moved by David Campbell, seconded by Darcy MacDonell.

The Beautification, Maintenance and Streetscaping Committee has moved forward with the Bike Parking Area on the bump out in front of Cool Cones. Signage will be forthcoming. The Arts in Public Places Committee has been disbanded and updates will come as to how Public Art permits will be distributed.

The Marketing, Programming and Sponsorship Committee has identified the website, logo and online content as the primary immediate goals in conjunction with the launch of the new Downtown Dollars gift card program.

"THAT, the Standing Committee reports be received.

AND THAT the board approves the following priorities for the BIA:

Full Execution of the gift card program

Rebranding of BIA including website, logo, and online content."

Carried.

4. Councillor David Campbell, re – City of Orillia Council Report
Motion to enter Closed Session moved by Michael Fredson, seconded by Darcy MacDonell.

“THAT, pursuant to Section 239(4)(b) 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 matters about an identifiable individual, including municipal or local board employees).”

Carried.

Time Closed Session begins: 7:16 PM

Rising to Open Session

Moved by Michael Fredson, seconded by Ruth Howorth.

“That the Board rise to Open Session”

Carried

Time Closed Session ends: 7:44 PM

Open Session

Motion to Receive Report moved by Michael Fredson, seconded by Ruth.

“THAT the council report be received as information.”

Carried.

5. Deron Johnston, Executive Director, re – Partner Organizations
Moved by Michael Fredson, seconded by Ruth Howorth

A representative from the OPP Community Policing detachment reported that will should know who our new Community Officer for the Downtown area will be soon. Additionally, they are preparing to increase foot patrols as the tourist season ramps up.

“THAT, the PARTNER ORGANIZATION report be received.”

Carried.

6. Deron Johnston, Executive Director, re – Economic Development
Moved by Michael Fredson, seconded by David Campbell.

“THAT, the Economic Development report be received.”

Carried.

7. Deron Johnston, Executive Director, re – Economic Development
Moved by Michael Fredson, seconded by David Campbell.

The Busker Program distributing licences and requiring insurance will continue this year. There was success in reducing unwanted busking and panhandling with the licensing program last

year. The audition dates were determined, social media and a press release will also be distributed.

"THAT, the Busker Program report be received.

AND THAT, busker auditions be held May 9."

Carried.

8. Deron Johnston, Executive Director, re – Budget 2026
Moved by Michael Fredson, seconded by Darcy MacDonell

Budget discussions should continue throughout the year in order to ensure nothing is missed, reduce workload and ensure all items have been discussed thoroughly. A working group was struck to provide recommendations.

"THAT, the Budget 2026 report be received.

AND THAT, a working group be struck consisting of office staff Deron Johnston and Tarah Haper, and the following board members:

- Michael Fredson, Treasurer
- Doug Cooper, Board Chair."

Carried.

9. Megan Murray, Secretary, re – Governance Working Group Report
Moved by Ruth Howorth, seconded by Darcy MacDonell

The sidewalk patio policy has been updated for 2025. There are some questions around designation of responsibility of enforcement that need to be determined within the next two weeks ideally. Once that information is confirmed it should be immediately distributed to membership.

"THAT, the Governance Working Group report be received.

AND THAT, membership be notified of the Sidewalk Patio Policy once completed."

Carried.

10. Deron Johnston, Executive Director, re – Downtown Parking
Moved by Ruth Howorth, seconded by Michael Fredson

Parking continues to be a high priority issue within the DOBIA. The BIA board continues to use evidence based responses when requested to comment on City of Orillia proposed parking initiatives. The board would like to create a Downtown Orillia Parking Resource which outline the comments and recommendations given from the DOBIA board. The best practice in decision making comes from quality data and the board will be requesting a Parking Occupancy Study from the City of Orillia.

"THAT, the Downtown Parking report be received.

AND THAT, a Downtown Parking Resource be created and made available through the newsletter and website

And that staff be directed to contact the city regarding an occupancy study."

Carried.

11. Tarah Harper, Membership Coordinator, re – Miconex Contract
Moved by Ruth Howorth, seconded by Jennie May Banks

The contract for the Miconex Gift Card program is ready to be signed. The contract was reviewed, and the board will move forward with the new Downtown Dollars Gift Card Program.

"THAT, the Miconex report be received.

AND THAT, the board agrees to the terms of the Miconex Downtown Gift Card contract.

AND THAT, the chair of the board sign the contract."

Carried.

Deputation Motions

1. Anna Proctor, Simcoe North Life – Boater Publication
Moved by Michael Fredson, seconded by David Campbell.

Simcoe North Life is looking for sponsorship/advertisers for a new publication targeted at boating tourists.

"THAT, the Deputation from Anna Proctor of Simcoe North Life be received."

Carried.

2. Megan Foley, Relationship Manager re – Destigaytions
Moved by Michael Fredson, seconded by Ruth Howorth.

Destigaytions is a company which provides tourism listings and trainings with an LGBTQ+ lens.

"THAT, the deputation from Destigaytions be received."

Carried.

Date of Next Meeting

Tuesday, May 20, at 5:30PM in the DOBIA Office.

Adjournment

Moved by Michael Fredson, seconded by Ruth Howorth.

:

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 8:51 PM

Doug Cooper,
Chair