



## **Downtown Orillia Business Improvement Area Minutes**

Special Meeting of the Downtown Orillia Business Improvement Area for Friday, November 18, 2025

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

**Absent:** Jenna French, Director  
Jennie May Banks, Vice Chair

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

### **Open Session**

**Chair-** Doug Cooper

### **Call To order**

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

### **Approval of Agenda**

Moved by David Campbell, seconded by Michael Fredson

“THAT, the agenda be approved as amended to include the minutes for the November 14, 2025, special meeting.

**Carried.**

### **Disclosure of Interest**

None declared.

### **Minutes**

Moved by Michael Fredson, seconded by Ruth Howorth

“THAT, the minutes for the regular meeting, October 23, 2025, and the special meeting, November 14, 2025, be approved.”

**Carried.**

### **Deputations**

1. Doug Sexsmith, Mike McMurter, Vice-Chair, Information Orillia, re – Information Orillia



2. Vanessa Santala, OMAH Development Officer re – Sponsorship
3. Tom Rose, Jacklynn Tregunno, John Hamill & Nicole Parkes, Orillia Matters, re – Community Engagement

## Reports

1. Michael Fredson, Treasurer, re – Financial Report  
Moved by Jennie May Banks, seconded by Ruth Howorth.

The City of Orillia has changed its reporting format, and we are now unable to access out month to date reporting.

“THAT, the financial report be received”

**Carried.**

2. Deron Johnston, Executive Director re – Office Report  
Moved by Michael Fredson, seconded by Ruth Campbell.

“THAT, the office report be received”

**Carried.**

3. Standing Committee Reports  
Moved by Michael Fredson, seconded by Darcy MacDonell.

The hanging baskets have been ordered with our current number of (48) of baskets. More baskets should be ordered and an additional 25 winter baskets created to be distributed along the side streets. Additional winter décor will include the ARTS sign return and Christmas trees to be placed strategically within the DOBIA Boundaries.

The Orillia Opera House is interested in sponsorship from the BIA and distribution its Movie event. The TODS Highway signage for Downtown Orillia needs to be funded (annual expense). We are on track for the Miconex Launch Sale, recruiting should continue for business participation. The wallet will also need to be funded for the 12 Days of Giveaways. There is a draft plan for 16 events for the 2026 year, another call for events will occur in January. The Winter Games information should be distributed to members to begin promotional planning.

“THAT, the board approve the purchase of 72 new hanging baskets and twenty-five more winter basket displays for a total cost of \$2600 and the purchase of live trees and ribbon for \$2000 totalling no more than \$4600



AND THAT, the board approve the following marketing expenses

- Orillia Opera House family movie event for \$250.
- TODS highway signage for \$1695.
- Miconex Wallet for 12 Days of Giveaways for \$1000 from the promotional budget

AND THAT, the Winter Games Committee package be distributed to membership.”

**Carried.**

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

Parking on Coldwater Rd. Will be closed. Budget has passed with the recycling amendment, however, the mayor could still veto. Mayor will bring a motion for the free Christmas Parking on December 8, 2025.

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

**Carried.**

5. Megan Murray and Doug Cooper, re –Transportation and Parking Working Group Report  
Moved by Ruth Howorth, seconded by David Campbell.

“THAT, the City of Orillia Transportation and Parking Working Group report be received.

**Carried.**

6. Tarah Harper, Membership Coordinator, re – Gift Card Update  
Moved by Ruth Howorth, seconded by Michael Fredson.

The Gift Card Launch sale is ready to be executed. Staff continue to visit stores to onboard the Miconex system.

“THAT, the Gift Card Update report be received”

**Carried.**

7. Deron Johnston, Executive Director, re – Opening Permit Parking for Weekend Public Use  
Moved by Michael Fredson, seconded by Jennie May Banks.



As we lose a full parking lot the board would like to introduce to the Transportation and Parking Working Group that the permit parking lots be open to paid parking on weekends.”

“THAT, staff be directed to write a letter expressing concern over the closure of Lot 10 and request that council investigate and implement alternative parking solutions with the full cooperation of the BIA.”

**Carried.**

8. Deron Johnston, Executive Director, re – Letter of Thanks for Cooperation from City of Orillia  
Moved by Ruth Howorth, seconded by Michael Fredson.

To communicate the appreciation of the board and staff have for the work and cooperation of the City of Orillia this year the board would like to write a letter of thanks to be sent to the City of Orillia.

“THAT, staff be directed to write a letter of thanks for the work and cooperation from City of Orillia Council and staff.”

**Carried.**

### **Deputation Motions**

Moved by Michael Fredson, seconded by Jennie May.

OMAH is looking for the BIA to sponsor OMAH through membership. Information Orillia has revamped the entire service and is now the home of all services provided by the city of Orillia. Orillia Matter “spaces,” channel, merchant offers.

“THAT, the following deputations be received:

- Doug Sexsmith and Mark McMurter from Information Orillia
- Vanessa Santala, Development Officer, OMAH
- Tom Rose, Jacklynn Tregunno, John Hamill and Nicole Parkes from Orillia Matters.

AND THAT, staff be directed to share the provided the information with DOBIA membership.”

**Carried.**

### **Date of Next Meeting**

Tuesday, January 16, 2025, in the DOBIA Office.



## **Adjournment**

Moved by Ruth Howorth, seconded by Michael Fredson.

“THAT the meeting be adjourned.”

**Carried.**

Meeting adjourned at: 8:53 PM

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Doug Cooper,  
Chair

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