



# DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area

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Present: Doug Cooper, In the Chair  
Jennie May Banks, Vice Chair *via teams*  
Councillor David Campbell  
Megan Murray, Secretary  
Michael Fredson, Treasurer  
Ruth Howorth, Director  
Darcy MacDonell, Director  
Jenna French, Director

Regrets: Jeff Gilbert

**Also Present:** Deron Johnston, DOBIA Executive Director  
Tarah Harper, DOBIA Membership Coordinator  
Dawn Nita, DWN Chocolate  
Allan Lafontaine, Executive Director Orillia District Chamber of Commerce  
Emily Martin, Manager of Orillia Opera House  
Meagan Wilkinson, CEO of Orillia Public Library

## Open Session

**Chair-** Doug Cooper

## Call To order

The meeting was called to order at 5:33 PM.

## Approval of Agenda

Moved by Michael Fredson, seconded by Ruth Howorth.

THAT the Downtown Orillia Business Improvement Area approve the agenda for February 18, 2025, meeting as distributed."

**Carried.**

## Disclosure of Interest

None declared.

## **Minutes**

Moved by Ruth Howorth, seconded by David Campbell.

"THAT, the minutes for the regular meeting on Tuesday, January 21, 2025, be approved as distributed.

AND THAT, the minutes for the special meeting on Wednesday, February 12, 2025, be approved as amended."

**Carried.**

## **Correspondence Information Items-**

1. Rory Bulmer, Assistant to Mayor and Council re – Mayor's Post-Fire Support Initiative

Moved by David Campbell, seconded by Jenna French.

The mayor is seeking ways to support the Downtown after the Peter St. fire. Several ideas were given including additional snow removal, reduction on property tax, waiving rental fees for a city building for an event. The chair or the board and executive director will meet with mayor.

"THAT, the correspondence from Rory Bulmer be received."

**Carried.**

## **Reports**

1. Michael Fredson, Treasurer, re – Financial Report

Moved by Jenna French, seconded by Ruth Howorth.

Treasurer and executive director have met with the City of Orillia Financial Department to begin improving financial reporting between DOBIA and the city.

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

**Carried**

2. Deron Johnston, DOBIA Executive Director, re – Office Report

Deron shared concern over excessive snow and the impact on maintenance staff, the members and public safety. With the increase in meetings which use technology the office requires technology that allows all participants to see, be seen and hear and be heard.

Moved by Michael Fredson, seconded by Darcy MacDonell.

"THAT staff be directed to contact the City of Orillia Operations department to request snow bank removal."

**Carried.**

Moved by Michael Fredson, seconded by Darcy MacDonell

"THAT, the Office Report be received.

AND THAT a meeting and presentation system be purchased for no more than \$2500."  
**Carried.**

3. Deron Johnston, Executive Director re – Downtown Parking

Moved by Michael Fredson, seconded by Jenna French.

The board would like to have a second BIA rep on the transit and parking working group and that the BIA be consulted on all parking matters. Staff have communicated these requests to council. An all members information session for parking matters was discussed and it was determined that a working group should be struck for the purpose of preparing for this meeting.

"THAT, the Downtown Parking report be received.

AND THAT, a request be sent to city council for a second BIA representative on the Transportation Working Group.

AND THAT, a DOBIA Parking Working Group be created to prepare a Membership Parking Information session."

**Carried.**

4. Doug Cooper, Chair re – Executive Committee Meeting

Moved by Jenna French, seconded by Michael Fredson

The executive committee discussed the creation of a Downtown Dollars gift card survey at next meeting. Summary of discussion items from Executive Committee meeting.

"THAT, the Executive Committee report be received as information."

**Carried.**

5. Standing Committee Reports

Moved by Darcy MacDonell, seconded by David Campbell

Jennie May Banks, Vice Chair re – Marketing, Programming & Sponsorship

The committee reviewed discussion items from meeting. Deron reporting to committee about available marketing resources. Tarah passed on recommendations from committee to organizers about hosting food event in downtown. Requests for event street closures must be sent to Council for approval, Michael Fredson recused himself from the decision about location of the Mariposa closure.

Megan Murray, Secretary re – Beautification, Maintenance & Streetscaping

The committee reviewed discussion items from meeting. There is a desire to create an

Alleyway Lighting & Art project to improve the look and safety of targeted alleyways. A partnership with Sustainable Orillia regarding bike racks may be struck.

"THAT, the standing committee reports be received."

**Carried.**

Road Closure requests

Moved by David Campbell, seconded by Darcy MacDonell

"THAT, the following street closures be requested:

- Food Festival- Saturday June 28<sup>th</sup>, 2025, from 8AM to 5PM  
Mississauga St. E from Peter St. to Albert St.
- Mariposa Folk Fest Downtown Stage – Saturday, July 5<sup>th</sup>, 2025, 8 AM to 5pm  
Mississauga St. E from Peter Street to Parking Lot #5 starting at 8am to 5pm.
- Rotary Club Car Show – Saturday, August 16<sup>th</sup>, 2025, 5AM to 11PM  
Mississauga St. E from Albert St. to Front St.
- Starry Night – Saturday, August 23<sup>rd</sup>, 2025 – 5PM to 11PM  
Peter St. S
- Pirate Party – Saturday, August 30<sup>th</sup>, 2025, 8AM to 5PM  
Mississauga St. E from Front St. to Albert St. and Peter St. S."

**Carried**

6. David Campbell, Council Representative re – City of Orillia Council Report

Moved by Darcy MacDonell, seconded by Ruth Howorth

"THAT, the City of Orillia Council report be received as information."

**Carried.**

7. Deron Johnston, Executive Director re – Orillia Chamber of Commerce Report

Moved by Micheal Fredson, seconded by David Campbell.

"THAT, the Chamber of Commerce report be received as information."

**Carried.**

8. Deron Johnston, Executive Director re – Economic Development Report

Moved by David Campbell, seconded by Ruth Howorth.

"THAT, the Economic Development report be received as information."

**Carried.**

9. Megan Murray, Secretary re –Diversity, Equality and Inclusion Policy

Moved by Michael Fredson, seconded by Ruth Howorth.

"THAT, the Diversity, Equality and Inclusion Policy be approved and adopted as amended."

**Carried.**

10. Deron Johnston, Executive Director re – Dog Waste Sponsorship Agreement  
Moved by Michael Fredson, seconded by David Campbell.

"THAT, the Dog Waste Sponsorship agreement be deferred to the March 18<sup>th</sup> Meeting."  
**Carried.**

Recess Called

Moved by David Campbell, seconded by Michael Fredson.

"THAT a 5 minute recess be called."  
**Called**

11. Deron Johnston, Executive Director re – Membership Survey  
Moved by David Campbell, seconded by Michael Fredson

Staff have created a membership survey which can be distributed annually to track feedback and progress.

"THAT, the Membership Survey be approved as distributed.

AND THAT the survey be sent to membership via email and a board member visit.

AND THAT the results be shared as a report to the DOBIA Board."  
**Carried.**

12. Deron Johnston, Executive Director re – Holiday Carolers  
Moved by Michael Fredson, seconded by Ruth Howorth

"THAT, the Carolers from the 2024 Christmas season receive a \$200 honorarium for their performance."  
**Carried.**

### **Date of Next Meeting**

March 18, 2025, at 5:30PM in the DOBIA Office.

### **Adjournment**

Moved by Ruth Howorth, seconded by Darcy MacDonell.

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"THAT the meeting be adjourned."

**Carried**

Meeting adjourned at: 7:49 PM

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Doug Cooper, Chair