



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area
Tuesday, January 21, 2025

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

Absent: Jeff Gilbert, Director
Jenna French, Director

Also Present: Deron Johnston, DOBIA Executive Director
Tarah Harper, DOBIA Administrative Coordinator
Ryan Lay, Economic Development Manager for the City of Orillia
Marlow Devine, Owner of Paper Planes
Jesse Miller, My Best Friends Cupcakes
Mark Robillard, Sugar Dessert Bar
Greg McGrath-Goudie, Orillia Matters
Rhonda Hales, Rhonda's Income Tax

Open Session

Chair- Doug Cooper

Call To order

The meeting was called to order at 5:39 PM.

Approval of Agenda

Moved by David Campbell, seconded by Ruth Howorth.

THAT the Downtown Orillia Business Improvement Area approve the agenda for Tuesday, January 21, 2025, meeting as distributed."

Carried.

Disclosure of Interest

None declared.

Annual Election of Chair and Executive

The Downtown Orillia Management Board appoints Doug Cooper as Chair of the Board, Jennie May Banks as Vice-Chair, Michael Fredson as Treasurer and Megan Murray as Secretary for the 2025 term in accordance with DOBIA Policy Manual Section 105.2.2 and Chapter 105.2.3 of the Municipal Code.

Deputations

1. Marlow Devine, Paper Planes re – Pirate Party
2. Jesse Miller, My Best Friends Cupcakes & Mark Robillard, Sugar Dessert Bar re – Food & Dessert Festival in Downtown

Minutes

1. Moved by Ruth Howorth, seconded by David Campbell.

THAT, the minutes for the meeting held on DATE, be approved as distributed.

Carried.

Closed Session

Entering Closed Session 6:12 PM

Moved by Jennie May Banks, seconded by Ruth Howorth.

“THAT, pursuant to Section 239(4) 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 Matter(s)).”

Carried

Rising to Open Session 6:19 PM

Moved by Jennie May Banks, seconded by Ruth Howorth.

“That the Board rise to Open Session”

Carried

Open Session

Closed Session Motions

Moved by Jennie May Banks, seconded by Michael Fredson.

“THAT, the confidential direction from closed session be taken.”

Carried

Correspondence Information Items-

1. Sarah Patterson, President, Sustainable Orillia re – Bicycle Rack Project
Moved by Michael Fredson, seconded by Ruth Howorth

An increase in bicycle rack project has been proposed. The Board has interest in seeing more bicycle traffic in the downtown. A bike-friendly designation for Downtown Orillia may also be possible. The project has been referred to the Beautification, Maintenance and Streetscape standing committee to partner with Sustainable Orillia and develop the project.

"THAT, the correspondence from Sustainable Orillia be received.

AND THAT, the Beautification, Maintenance and Streetscape Committee work with interested stakeholders to participate in the Bicycle Rack project."

Carried.

Reports

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

Reviewing November, December and 2024 Financial review. Michael advised that there are a significant number of invoices waiting for municipal approval, and the which means that the Year-end report would not yet be current. The Board expressed their concern over lack of information and input regarding financial reporting from the municipality, and would like to pursue a more streamlined, clear and improved financial reporting system with the City of Orillia Economic Development department.

"THAT, the Financial Report be received as presented.

AND THAT, staff work with Economic Development in the City of Orillia to streamline and improve the financial reporting system."

Carried

2. Deron Johnston, DOBIA Executive Director, re – Office Report
Moved by Ruth Howorth, seconded by Jennie May Banks.

"THAT, the Office Report be received as information."

Carried.

3. Tarah Harper, Staff re – Downtown Gift Card Update
Moved by Michael Fredson, seconded by Darcy MacDonell.

The cost of the Miconex Gift Card program has been explored and has savings have been found in terms of the initial required investment and the monthly charge. When consulted, Peterborough BIA advised that they had difficulty finding initial sponsors to help offset cost of initial investment. Tarah advised that Finance wants to use a new tracking template for Downtown Dollars, and that a significant amount of her time remains spent in tracking, reporting and redeeming the manual Downtown Dollars program.

"THAT, the Downtown Gift Card Update be received.

AND THAT, a survey of members created by the Executive Committee be distributed to membership.

AND THAT, sponsorship options continue to be explored by staff."

Carried.

4. Deron Johnston, Executive Director re – Activating Standing Committees

Moved by Ruth Howorth, Seconded by Jennie May Banks

As outlined in the DOBIA Policy Manual, the following standing committees will be activated.

- Executive Committee
- Marketing, Programming & Sponsorship
- Beautification, Maintenance & Streetscape

"THAT, the standing Executive, Marketing, Programming & Sponsorship and Beautification, Maintenance & Streetscape committees be activated and consist of the following members:

- a. Executive Committee (Meeting on the 1st Wednesday of the month at 10AM)
 - Doug Cooper, Chair
 - Jennie May Banks, Vice-Chair
 - Michael Fredson, Treasurer
 - Megan Murray, Secretary
- b. Marketing, Programming & Sponsorship (Meeting on the 2nd Wednesday of the month at 1PM)
 - Ruth Howorth
 - Jennie May Banks
 - Megan (at Large)
 - Darcy MacDonnell
 - Jenna French
- c. Beautification, Maintenance & Streetscape (2nd Wednesday @11am)
 - Jeff Gilbert
 - Michael Fredson
 - Megan Murray
 - Rick Elliott

AND THAT, these committees will have their first meeting within thirty (30) days."

Carried

5. Deron Johnston, Executive Director re – Work Plan Presentation by Patty Hayes

Moved by Michael Fredson, seconded by Darcy MacDonell

A change of date is requested for the Work Plan training for to February 10th at 9am, February 12th at 9am or February 20th at 9am.

"THAT, the training with Patty Hayes be scheduled for February.

AND THAT staff inform board members of the date and time.

Carried.

6. Megan Murray, Director re – Transportation Working Group Report
Moved by Jennie May Banks, seconded by Darcy MacDonnell

The board expressed their concern that City of Orillia staff recommended that parking at the waterfront not be paid parking, dismissing a revenue generator citing potential reduced usage while increasing the price of parking in the lots of the DOBIA.

"THAT, the City of Orillia Transportation Working Group report be received."

Carried.

7. Doug Cooper, Director re – BIA Parking Working Group Report
Moved by Fredson, seconded by Ruth.

The City of Orillia's BIA Parking Working Group has been dissolved.

"THAT, the BIA Working Group report be received as information."

Carried

8. David Campbell, Council Representative re – Council Report
Moved by Ruth Howorth, seconded by Michael Fredson

City Councillor David Campbell would like to discuss ways the municipality might collaborate to support businesses affected by the fire in the downtown. Doug Cooper, Chair declared a conflict of interest as a business affected by the fire and leaves. Jennie May Banks, Vice Chair conducts the meeting.

Councillor Campbell, Economic Development, Deron Johnston, the CDC and the Rotary club will work together to put together a fund. There will be a film production that will be utilizing the downtown as a location for filming. More information to be distributed.

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

AND THAT the Board authorizes staff to work with the CDC and the City of Orillia to create an emergency program toward ongoing support for businesses who have sustained losses due to the Peter St. and Mississauga St. E, fire on January 21, 2025.

AND THAT an amount of up to \$25000 be withdrawn from the reserve as required.

Carried.

Doug Cooper, Chair, rejoins.

9. Ruth Howorth, Director re – Chamber of Commerce Report
Moved by Michael Fredson, seconded by Jennie May Banks

The Orillia Chamber of Commerce has announced its events schedule. Executive Director Deron Johnston to join Chamber Board as BIA community representative.

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

AND THAT Executive Director Deron Johnston join the Orillia Chamber of Commerce Board as the BIA representative."

Carried.

10. Jennie-May Banks, Director re – Programming Working Group Report and Discussion
Moved by Ruth Howorth, seconded by Megan Murray

The first meeting regarding programming and events was successful and has been planned to continue as the Marketing, Advertising and Programming standing committee. Regarding the Summer Saturday Nights there is a consensus in its recommendation to shift street closures to an improved permanent patio program to make it simpler and less costly. Staff are directed to work with Economic Development on this initiative.

"THAT, the Programming Working Group report be received.

AND THAT, Staff be directed to work with Economic Development to reshape the permanent patio program to replace the previous patio program."

Carried.

11. Deron Johnston, Executive Director re – BIA Conference Participation and Awards
Moved by Ruth Howorth, seconded by Jennie May Banks

Participation in the OBIAA Conference is confirmed. Board members are invited to attend, there are sessions for board members on the first day of the conference. Staff are also submitting a nomination for an OBIAA Award for the lighting project.

"THAT, the BIA Conference participation and awards report be received.

AND THAT staff be directed to apply for an OBIAA Award.

AND THAT Board Members are welcome to attend."

Carried.

12. Megan Murray, Director re – DOBIA Board Code of Conduct
Moved by Ruth Howorth, seconded by Michael Fredson

The annual review of the Downtown Orillia Business Improvement Area Board Code of Conduct is completed and signed by Board Members.

"THAT, the Board Code of Conduct report be received.

AND THAT, all present members of the Board have signed the Board Code of Conduct.”

Carried.

13. Deron Johnston, Executive Director re – Consider Diversity, Equality and Inclusion Policy
Moved by David Campbell, seconded by Darcy MacDonell

The board recognizes and supports developing a Consider Diversity, Equality and Inclusion policy, in line with BIA best practice.

"THAT, the DOBIA Governance Working Group create and present a Diversity, Equity and Inclusion policy for review.”

Carried.

14. Deron Johnston, Executive Director re – Sidewalk Plow Name
Moved by Ruth Howorth, seconded by David Campbell

Several fantastic names were suggested and the voting had great response. In a clear victory, the new snow plow will be named “Clear-a-pathra.” A press release will be submitted to share the information.

"THAT, the new BIA Sidewalk Plow be named Clear-o-Pathra as determined by an online poll on social media.”

Carried.

15. Deron Johnston, Executive Director re – Dog Waste Sponsorship Agreement
Moved by Ruth Howorth, seconded by Jennie May Banks.

Deferred

"THAT, the Dog Waste Sponsorship Agreement for businesses to support the dog waste reduction initiative be deferred.”

Carried.

16. Deron Johnston, Executive Director re – Future Meeting Dates
Moved by David Campbell, seconded by Ruth Howorth

Regular board meetings in 2025 will continue to be held at 5:30PM on the third (3rd) Tuesday of each month, excepting December.

“Regular board meetings in 2025 will continue to be held at 5:30PM on the third (3rd) Tuesday of each month, excepting December.”

Carried.

Deputation Motions

1. Marlow Devine, Paper Planes re – Pirate Party
Moved by Ruth Howorth, seconded by Jennie May Banks

Organiser of the Downtown Pirate Party, Marlow Devine, submitted an event summary along with requests of \$3000 toward the budget and application for a street closure on the day of the event.

"THAT, the Deputation from Marlow Devine, owner of Paper Planes Play Café be received.

AND THAT, the requested Road Closure be made by the DOBIA for Saturday, August 30th, on Mississaga St. E from Albert to Front and Peter St. S from Mississaga St. E to Colbourne St. from 8am to 5pm.

AND THAT the DOBIA provide \$3000 toward the Pirate Party.

Carried.

2. Jesse Miller, My Best Friends Cupcakes & Mark Robillard, Sugar Dessert Bar re – Food & Dessert Festival in Downtown Orillia
Moved by Ruth Howorth, seconded by Jennie May Banks

Organisers of the proposed Orillia Food & Dessert Festival have submitted a proposed event summary, requesting an application of road closure if needed and guidance and support from the DOBIA board and staff.

"THAT, the deputation made by Jessi Miller of My Best Friends Cupcakes & Mark Robillard, Sugar Dessert Bar be received.

AND THAT, they work in collaboration with the Programming, Marketing and Sponsorship Group."

Carried.

Date of Next Meeting

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

Adjournment

Moved by Ruth Howorth, seconded by Jennie May Banks.

:

"THAT the meeting be adjourned."

Carried

Meeting adjourned at: 9:21 PM

Doug Cooper,
Chair.