



# DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the June 17, 2025, Regular Meeting of the Downtown Orillia Business Improvement Area

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

Regrets: Jennie May Banks, Vice Chair  
Jeff Gilbert, Director

**Also Present:** Deron Johnston, DOBIA Executive Director  
Tarah Harper, DOBIA Membership Coordinator  
Will Lafrance, City of Orillia Economic Development Coordinator

## 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 Downtown Orillia Business Improvement Area approve the agenda for June 17, 2025, meeting as distributed."

**Carried**

## Disclosure of Interest

None declared.

## Minutes

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

THAT, the minutes for the meeting held on May 20, 2025, be approved as distributed.

**Carried.**

## Reports

1. Deron Johnston, Executive Director re – Economic Development Report  
Moved by Michael Fredson, seconded by Darcy MacDonell.

Will LaFrance of Orillia Economic Development reported that branded paper covering for vacant store windows is being finalized for order. There is a program for naming of City assets rolling out. Discussions around ways to attract and retain business in the BIA.

"THAT, the Economic Development report be received."

**Carried**

2. Michael Fredson, Treasurer, re – Financial Report  
Moved by Ruth Howorth, seconded by David Campbell.

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

**Carried**

3. Deron Johnston, DOBIA Executive Director, re – Office Report  
Moved by Michael Fredson, seconded by Ruth Howorth.

Shout to Tarah for excellence of execution during Deron's vacation. Tarah would like to create an Orillia Leadership round table to ensure that all organizations are "looped in" and aware of and can support events, initiatives and actions. Orillia Car Show has requested sponsorship for 2025. There seems to be a defect in some of the light strands on the streetlamps, they may be able to be claimed under warranty. Deron will follow up with North Pro.

"THAT, the Office Report be received.

AND THAT, staff be directed to contact North Pro regarding the broken light strings.

AND THAT, Membership Coordinator create a leadership round table group.

AND THAT, the Car Show be sponsored for their Gold Level at \$1000."

**Carried.**

4. Megan Murray, Secretary, re – Standing Committee Reports.  
Moved by Michael Fredson, seconded by Darcy MacDonell.

The Beautification, Maintenance and Streetscaping Committee: Consider vinyl display for murals instead of hand painted, they look great and are cost effective. New Streets Alive project "SOAR" has begun to be installed around downtown. Art in Public Places committee is now dormant but will meet 'ad hoc' for specific projects. The committee would like to see more and better décor for fall and recommends the Board support offering decorating kits to

downtown businesses. The Rainbow Initiative requires a letter of support from the board to move forward with their mural project.

The Marketing, Promotions and Sponsorship Committee- met and made significant progress on DOBIA branding/rebranding efforts.

""THAT, the Standing Committee reports be received.

AND THAT a letter of support for the Rainbow Initiative be sent."  
**Carried.**

5. David Campbell, Council Representative re – City of Orillia Council Report  
Moved by Michael Fredson, seconded by Ruth Howorth.

The City of Orillia budget and its process will be different from previous years, it is now set by the mayor and requires one third of council to be in favour to pass. Board had in depth discussions around impacts of parking on members and downtown. Parking rates are overdue for a council review.

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

6. Doug Cooper, Chair re – Large BIA Project  
Moved by Fredson, seconded by Campbell.

Contact has been made with Rama First Nations regarding partnering for a large scale BIA improvement project.

"THAT, the Large BIA Project report be received."  
**Carried.**

7. Megan Murray, Secretary, re –Transportation and Parking Working Group Report  
Moved by Ruth, seconded by Fredson.

This meeting was moved to June 24, 2025. An additional BIA seat has been added to the working group to be filled by Doug Cooper, Chair.

"THAT, the Transportation, Parking Working Group report be received."  
**Carried.**

8. Tarah Harper, Membership Coordinator, re – Gift Card Program Update  
Moved by Megan Murray, seconded by David Campbell

The second draft of the Gift Card design was discussed with minor changes to be made.

"THAT, the Gift Card Program report be received."

**Carried.**

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

Reports of potentially harassing interactions have been received, and membership have been reminded of the DOBIA Workplace Anti-Harassment Anti-Violence (WAHAV) Policy in the newsletter. The DOBIA is not an enforcement agency and would like to be removed from the sidewalk patio permitting process.

"THAT, the Governance Working Group report be received.

AND THAT, the board send a letter to council requesting that bylaw work in conjunction with BIA to update the Patio and Sidewalk policy."

**Carried.**

10. Deron Johnston, Executive Director re – OPP Info Session  
Moved by Michael Fredson, seconded by Ruth Howorth.

The OPP have reached out seeking suggested topics for coming info session. A date and time of June 28 at 5pm for OPP info session has been scheduled.

"THAT, the OPP Info Session report be received."

**Carried.**

11. Deron Johnston, Executive Director re – Municipal Small Business Commercial Property Tax Subclass Changes  
Moved by Michael Fredson, seconded by Darcy MacDonell.

There is a tax rule that could be adopted by the municipality that could decreased the amount of property tax paid by commercial building owners within the municipality boundaries.

"THAT, the Municipal Tax Rate report be received.

AND THAT, a letter be sent to the Chamber of Commerce for discussion."

**Carried.**

**Closed Session**

Entering Closed Session at 7:58 PM

Moved by Megan Murray, seconded by Michael Fredson.

"THAT, pursuant to Section 239(2)(i) 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 Downtown Orillia Business Improvement Area Office, to deal with matters pursuant to Section 239(2)(i) of the said Act (a trade secret or scientific, technical, commercial,

financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization).”

**Carried**

Rising to Open Session

Moved by Ruth Howorth, seconded by Michael Fredson.

“That the Board rise to Open Session”

**Carried**

Closed session ended at 8:04 PM.

## **Open Session**

Closed Session Motions

Moved by David Campbell, seconded by Ruth Howorth.

"THAT, the report be received.

AND THAT, the direction discussed under closed session be taken.”

**Carried**

## **Date of Next Meeting**

Tuesday, July 16, 2025, at 5:30PM in the DOBIA Office.

## **Adjournment**

Moved by Michael Fredson, seconded by Ruth Howorth.

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“THAT the meeting be adjourned.”

**Carried**

Meeting adjourned at: 8:07PM

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Doug Cooper,  
Chair