



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area
Tuesday, March 18, 2025

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

Regrets: Jenna French, Director

Also Present: Deron Johnston, Executive Director (Staff)
Tarah Harper, Administrative Coordinator (Staff)
Dawn Nita, Owner DWN Chocolate
Will LaFrance, Economic Development Coordinator

Open Session

Chair- Doug Cooper

Call To order

The meeting was called to order at 5:38 PM.

Approval of Agenda

Moved by David Campbell, seconded by Michael Fredson.

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

Carried

Disclosure of Interest

None declared.

Deputations

1. Destigaytions - Cancelled

Minutes

1. Moved by Michael Fredson, seconded by David Campbell.

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

Carried.

Correspondence Information Items-

1. Melissa Gowanlock, Manager of Communications re – Transit Survey
Moved by Michael Fredson, seconded by Jennie May Banks.

"THAT, that the email from Melissa Gowanlock, Manager of Communications, regarding the Transportation Survey be received."

Carried.

Reports

1. Michael Fredson, Treasurer, re – Financial Report
Moved by Jeff Gilbert, seconded by Darcy MacDonald.

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

Carried

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

The office has experienced challenges with ensuring that table and chairs be available for all the meetings the office is hosting. Updates around the state of the fencing at the corner of Mississauga St. E and Peter St. with all parties waiting for the approval of engineers for a more permanent fencing solution. The office lease will be up in one year. If long term filming if happening downtown, more considerations for businesses may be necessary.

"THAT, the Office Report be received.

AND THAT, a table and 12 Chairs be purchased for no more than \$1600 plus tax."

Carried.

3. Megan Murray, Director re – City of Orillia Transportation Working Group Report
Moved by Michael Fredson, seconded by Jeff Gilbert.

Free transit pass for youth program continues based on past success. Discussions of a proposed paid \$3/hr parking at the Orillia waterfronts and recommendations were given at committee.

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

Carried.

4. Standing Committee Reports

- a) Jennie May Banks, Chair of MPS Committee re – Marketing, Programming & Sponsorship
Moved by Michael Fredson, seconded by Darcy MacDonald

April will be branding meeting for committee. Discussed Shop Main Street Canada and wanted to see distribution to members. Reviewed schedule of events and street closures for any gaps or other considerations such as safety for Tree Lighting event. Considered endorsing John Emberson's marketing map for downtown. As a starting point the committee will approach Impression House to request a branding guide.

"THAT, the MPS Committee report be received.

AND THAT, Membership be notified of map opportunity through the newsletter.

AND THAT, staff to liaise with city regarding safety of the street closure for Tree Lighting in November.

AND THAT, DOBIA should utilize and distribute OBIAA Shop Local, Shop Canadian Toolkit."

Carried.

- b) Megan Murray, Chair of BMS Committee re – Beautification, Maintenance & Streetscaping
Moved by Michael Fredson, seconded by Darcy MacDonald.

The DOBIA should pursue improving the look and safety at the corner of Peter St. and Mississaga St. E. Cheryl Remm, City of Orillia Director of Operations offered funding for garbage bin replacement and suggested that benches funding may be available through city. Jennie May suggested we contact local bike shops to help spread word about bike-related activities in the downtown. Streets Alive offered to create a large-scale art project for the fencing at the corner of Mississaga and Peter.

"THAT, the BMS Committee report be received.

AND THAT, bike parking areas should be created using existing bike racks, increase signage as recommended.

AND THAT, the DOBIA should pursue improving the look and safety at the corner of Peter St. and Mississaga St. E."

Carried.

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

Community Safety Team is being reviewed by Simcoe County. Ken Williams is no longer the downtown contact for the OPP. The municipality and councillors continue to work on the

Mississauga St E. and Peter St situation. Downtown Tomorrow Community Improvement Plan (DTCIP) grant program is up and running with no deadline.

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

Carried.

6. Deron Johnston, Executive Director re – BIA Partner Organizations Report
Moved by Michael Fredson, seconded by David Campbell.

Staff attended several board meetings for partner organizations including the Chamber of Commerce.

"THAT, the BIA Partner Organizations report be received."

Carried.

7. Deron Johnston, Executive Director re – DOBIA Budget 2026
Moved by Fred, seconded by David.

"THAT, the DOBIA 2026 discussion be received."

Carried.

8. Michael Fredson, Treasurer re – Branding Guidelines Plan
Moved by Jeff Gilbert, seconded by David Campbell.

"THAT, the Branding Guidelines Plan be deferred to the April 15th Board Meeting."

Carried.

9. Deron Johnston, Executive Director re – Gift Card Membership Survey Results
Moved by Darcy MacDonell, seconded by Michael Fredson.

Prepared and presented by our Membership Coordinator. There were 25 survey responses received. All expressed concerns can be resolved and addressed through education of how the program operates. The board determined that the paper based program cannot continue because it is unable to meet auditing standards, and the benefits of a Downtown Dollars program means that adopting a card based program is the only viable option.

"THAT, the Gift Card Survey report be received.

AND THAT, the board will move forward with implementing the Miconex Gift Card program as soon as possible.

Carried.

10. Deron Johnston, Executive Director, re – Service Agreements with City of Orillia
Moved by Michael Fredson, seconded by Darcy MacDonell.

Current Service Level Agreement has been received and should be reviewed by the Governance working group.

"THAT, the Service Agreements be received.

AND THAT, the report be sent to the Governance Working Group for recommendations."
Carried.

11. Deron Johnston, Executive Director, re – Succession Planning & Job Descriptions
Moved by David Campbell, seconded by Darcy MacDonell.

With our an eye to the future, all staff position job descriptions should be reviewed and updated.

"THAT, the Succession Planning & Job Description report be received.

AND THAT the Executive Committee create formal job description to support succession planning."
Carried.

12. Jeff Gilbert, Director re – Foot Patrols and Community Safety Initiative
Moved by Jennie May Banks, seconded by Darcy MacDonell.

There have been concerns around the performance of the Community Safety Initiative. The DOBIA should continue to push for the best community safety available.

"THAT, the Foot Patrols and Community Safety Initiative report be received.

AND THAT, a deputation be made to the Couchiching Police Service Board regarding foot patrols and policing in the DOBIA.

AND THAT the DOBIA Board continue to lobby for increased presence during the tourism season."
Carried.

Date of Next Meeting

Tuesday, April 15th, at 5:30PM in the DOBIA Office.

Adjournment

Moved by Darcy MacDonell, seconded by Jennie May Banks.

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"THAT the meeting be adjourned."

Carried

Meeting adjourned at: 9:01 PM

Doug Cooper, Chair.