



Downtown Orillia Business Improvement Area Minutes

Regular Meeting of the Downtown Orillia Business Improvement Area for Thursday, October 23, 2025

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

Absent: Darcy MacDonell, Director

Also Present: Deron Johnston, DOBIA Executive Director
Tarah Harper, DOBIA Membership Coordinator

Open Session

Chair- Doug Cooper

Call To order

The meeting was called to order at 8:39 PM.

Approval of Agenda

Moved by Ruth Howorth, seconded by Michael Fredson.

“THAT, the agenda for October 23, 2025, be approved as distributed.”

Carried.

Disclosure of Interest

None declared.

Minutes

1. Regular Meeting, September 16, 2025

Moved by Ruth Howorth, seconded by Michael Fredson.

“THAT, the minutes for the September 16, 2025, regular board minutes be approved.”

Carried.

Reports

1. Michael Fredson, Treasurer, re – Financial Report

Moved by Jeff Gilbert, seconded by Ruth Howorth.



“THAT, the September financial report be received.”

Carried.

2. Michael Fredson, Treasurer, re – Approval of the 2026 Budget
Moved by Ruth Howorth, seconded by Jennie May Banks.

Budget for 2026 has been presented to membership and consultation was conducted and member feedback was positive.

“THAT, the 2026 DOBIA Budget be approved as presented.”

Carried.

3. Jennie May Banks, Director re – Marketing, Promotions and Sponsorship
Moved by Ruth Howorth, seconded by Michael Fredson.

The MPS Committee has recommended that the Website revitalisation be completed by Netgain SEO, a Simcoe County company with experience in BIA website construction. It also recommended that the Miconex Wallet be funded for the Black Friday be funded at a rate of \$2500. Our annual ad with Lake Country Tourism is up for renewal and needs approval. The MPS has recommended adding a co-op student position to support staff with data entry and organization tasks.

“THAT, the board accept the website construction proposal from Netgain SEO for a total cost of no more than \$17500.”

AND THAT, a student co-op position be created.

AND THAT, \$2500 dollars be added to the Miconex wallet for the Black Friday sale.

AND THAT, the advertisement with Lake Country Tourism be approved for no more than \$1017.57 be approved.”

Carried.

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

The City of Orillia had created a working group to discuss the Downtown Revitalization efforts. Members of the group are still being determined, but there is no DOBIA representation as it stands, the board would like to request that our Chair and Executive



Director be included. The proposal that the municipality fund ICI recycling pick-up has been brought forward and will be considered.

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

AND THAT, staff be directed to write a letter requesting DOBIA representation on the Downtown Revitalization working group.”

Carried

Date of Next Meeting

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

Adjournment

Moved by Ruth Howorth, seconded by Michael Fredson.

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 9:36 PM

Doug Cooper,
Chair