



Downtown Orillia Business Improvement Area Minutes

Regular Meeting of the Downtown Orillia Business Improvement Area for September 16, 2025

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

Absent:

Also Present: Deron Johnston, DOBIA Executive Director
Tarah Harper, DOBIA Membership Coordinator
Marlow Devine, Paper Planes
Marley Lauro, Organizer of Pirate Party
Kirsten Ross, Rotary Club
John Nolan, Rotary Club
Lucy McGarvey, Shadow Box
Nate Pilon, Small Business Advisor for Meridian Bank
Tammy Ingersoll, Meridian Bank Downtown Orillia Branch Manager
Will LaFrance, City of Orillia Economic Development

Open Session

Chair- Doug Cooper

Call To order

The meeting was called to order at 5:35 PM.

Approval of Agenda

Moved by Jennie May Banks, seconded by Michael Fredson.

“THAT, the agenda for September 16, 2025, be approved as amended.”

Carried.



Disclosure of Interest

Councillor David Campbell declared a conflict of interest regarding the Pirate Party and will abstain from discussion and voting during this agenda item.

Minutes

1. Regular Meeting, August 26, 2025

Moved by Jeff Gilbert, seconded by Jennie May Banks.

“THAT, the minutes for the regular board meeting on August 26, 2025, be approved.”

Carried.

Deputations

1. Lucia McGarvey, Shadow Box and Leslie Fournier, Streets Alive, re – Starry Night
2. Kristen Ross and Jack Nolan, Rotary Club re – Car Show
3. Marlow Devine, Owner of Paper Planes, re – Downtown Pirate Party
4. Nate Pilon, Small Business Advisor for Meridian Bank re – BIA Banking

Correspondence Action Items-

1. Shawn Crawford, Director of Legislative, Building, Parking, and Transit Services re – Benches and Outreach Comments
Moved by Jennie May Banks, seconded by Michael Fredson.

The board discussed the proposed comments in response to the request from Shawn Crawford regarding bench placement and outreach services. The board agrees that outreach services should be provided as needed by the community and that bench placement outside of the DOBIA Boundaries is at the discretion of the City of Orillia.

“THAT, the amended response to the request for comment from the board and member feedback regarding Benches and Outreach be sent to Shawn Crawford.”

Carried.

Reports

1. Deron Johnston, Executive Director re – Partnership Organizations
Moved by Michael Fredson, seconded by Jennie May Banks

There is still funding available for DTCIP grants. Reminders of the DTCIP program will be included in the next newsletter.



“THAT, the Partnership Organization from Economic Development from the City of Orillia be received.”

Carried.

2. Michael Fredson, Treasurer, re – Financial Report
Moved by Jeff Gilbert, seconded by Megan Murray.

Clarifications around GL coding and how they show in this months expenditures.

“THAT, the financial report be received.”

Carried.

3. Deron Johnston, Executive Director re – Office Report
Moved by Jennie May Banks, seconded by Jeff Gilbert.

Staff have been meeting with business owners regularly. Several meetings with the City of Orillia financial and other departments continue. The office has begun to support the organization of the Children’s Candlelight Parade. New battery operated candles will need to be purchased and a Santa be hired. Keynote speaker has been engaged for the Annual General Meeting.

“THAT, the office report be received.

AND THAT, the purchase of new candles for the Candlelight Parade be approved for no more than \$1200.

AND THAT, a Santa be hired for no more that \$300.”

Carried.

4. Standing Committee Reports
 - a. Megan Murray, Secretary re – Beautification, Maintenance & Streetscape
Moved by David, seconded by JM.

The Fall Décor project has been a success, more than 40 orders have been placed and the BMS Committee is on track to deliver packages Friday-Saturday. An RFP has been created to solicit quotes for winter hanging baskets. A winter maintenance reminder will be created and sent out through the newsletter as we move into the fall and winter months.



“THAT, the BMS Committee report be received.

AND THAT, the RFP letter for winter baskets be approved and disseminated.

AND THAT, a winter maintenance communication be prepared and shared with membership.

Carried.

- b. Jennie May Banks, Director re – Marketing, Promotions & Sponsorship
Moved by Jeff Gilbert, seconded by Darcy MacDonell.

The Miconex Gift Card Program has moved to Phase 3 of 4, requiring that a seeding fund be established. Miconex recommends \$3000-\$5000. The board agrees that the account should be \$3000 with a top up of \$2000 to cover Black Friday sales totalling \$5000 be set aside for this purpose. The complete branding package will be available for review for next months board meeting. Event debriefs are underway, the Event Guide and Planner and evaluations forms are complete and ready for use.

“THAT, the MPS Committee report be received.

AND THAT, a \$5000 pre-funding amount be moved from the reserve for the Miconex launch.

Carried.

5. David Campbell, Council Representative re – City of Orillia Council Report
Moved by Jeff Gilbert, seconded by Jennie May Banks.

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

Carried.

6. Megan Murray and Doug Cooper, re –Transportation and Parking Working Group Report
Moved by Michael Fredson, seconded by Jeff Gilbert.

The TPWG has sent in the Winter Maintenance report comments. The working group has also been asked to comment on the Bench and Outreach report. Doug Cooper and Megan Murray did not attend due to potential conflict of interest with the BIA comments.



“THAT, the TPWG report be received.

Carried.

7. Deron Johnston, Executive Director, re – Budget
Moved by Jennie May Banks, seconded by Michael Fredson.

To reflect updated goals for the DOBIA 2026 year some changes were made including potential bookkeeping costs.

“THAT, the 2026 Budget update be received.

AND THAT, the proposed amendments be presented as the 2026 Budget at the AGM.

Carried.

8. Megan Murray, Secretary, re – Governance Working Group Report
Moved by Jennie May, seconded by Jeff Gilbert.

The draft Reserve Policy and Flex/Remote Work Policy have been completed and are ready for approval.

“THAT, the Governance Working group be received.

AND THAT, the Reserve Policy be approve and adopted.

AND THAT, and Flex/Remote Policies be approved and adopted as amended to state a minimum of three (3) days must be spent in office.”

Carried.

9. Tarah Harper, DOBIA Membership Coordinator, re – Staff Benefits
Moved by Fredson, seconded by JM.

“THAT, the Staff Benefits report be received.

AND THAT, staff be directed to submit a monthly Purchase Order request for Staff Benefits.”

Carried.

10. Deron Johnston, DOBIA Executive Director re – Public Safety Report



Moved by Jennie May Banks, seconded by David Campbell.

The City of Barrie has declared a State of Emergency regarding Homelessness and surrounding communities may see an influx of unhoused persons as Barrie encampments are dissembled. Members should continue to use outreach, non-emergency and 9-1-1 as the situation warrants.

“THAT, the Public Safety Report be received.

Carried.

11. Deron Johnston, DOBIA Executive Director, re – BIA Boundaries

Moved by Michael Fredson, seconded by Jennie May Banks.

There have been some discrepancies in City of Orillia maps of the DOBIA Boundaries. A new map has been created based on the BIA creation motion and the Board officially recognizes this map as the DOBIA Boundaries.

“THAT, the BIA Boundaries be approved as shown on the map provided by the Municipality.”

Carried.

12. Jennie-May Banks, DOBIA Director re – Recognition of Ret. Officer Ken Williams

Moved by David Campbell, seconded by Michael Fredson.

“THAT, the board approves a letter of recognition and a \$100 downtown dollars gift for his years of service in the Downtown.”

Carried.

Deputation Motions

1. Marlow Devine of Paper Planes re – Downtown Pirate Party, Kristen Ross of Rotary Club re – Car Show, Lucia McGarvey of Shadow Box

Moved by Jennie May Banks, seconded by Michael Fredson.

Lucia McGarvey, Shadow Box, re – Starry Night

The reimagined Starry Night was very successful. Businesses reported increased sales and attendees felt that the event felt more animated and specialized because of its Peter St. S only

Kristen Ross and Jack Nolan, Rotary Club re – Car Show



The Car Show was once again a successful event. Takeaways include getting an earlier start to planning, altering the method of judging and ensuring awards and gifts are available to participants.

Marlow Devine, Owner of Paper Planes, re – Downtown Pirate Party

The Pirate Party was held as a full street closure. The event was well attended however there was fewer business participants and organizers are feeling ready to retire or pass on organizing to another group.

“THAT, the event debriefs deputations from Marlow Devine for the Pirate Party, Kristen Ross for the Car Show, Lucia McGarvey for Starry night be received.”

Carried.

1. Nate Pilon, Small Business Advisor for Meridian Bank re – BIA Banking

Description of how Meridian can help the BIA manage its funds, provide fiscal benefits and has experiencing working with other BIA's.

“THAT, the deputation by Nate Pilon, Small Business Advisor for Meridian Bank regarding BIA Banking options be received.”

Carried

Date of Next Meeting

Thursday, October 23, 2025, in the Creative Nomad Meeting Space.

Adjournment

Moved by Fredson, seconded by Jeff.

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at 8:41 PM

Doug Cooper,
Chair