DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Meeting of the DOBIA for November 17, 2026

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

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 5:36 PM.

Approval of Agenda

Moved by Ruth Howorth, seconded by Jeff Gilbert.

"THAT, the Downtown Orillia Business Improvement Area approve the agenda for the November 17, 2026, meeting as distributed."
Carried.

Disclosure of Interest

None declared.

Minutes

1. Moved by Ruth Howorth, seconded by Jenna French.

   "THAT, the approval of minutes for the October 20, 2026, meeting be deferred to the January board meeting."
   Carried.

Communication Action Item

1. Roger Young, General Manager, Environment and Infrastructure Services re – Snow Removal

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The Board discussed the City's letter regarding winter sidewalk maintenance responsibilities and confirmed that the BIA is pleased to maintain records of its snow removal activities. The BIA emphasized that snow removal is a service provided to its members and does not relieve individual property owners, lessees and occupants of their ultimate responsibility for sidewalk snow and ice removal under Municipal Code Chapter 660.

"THAT a response containing the discussed edits be sent as directed."
Carried.

Reports

1. Deron Johnston, Executive Director re – Partnership Organizations
   Moved by Jeff Gilbert, seconded by Darcy MacDonell

   Economic Development discussed the proposed location of the new warming centre at the former Crunch Fitness building on West Street. The board expressed their gratefulness at a location having been found and raised concerns regarding the location, requesting that the entrance and exit be located at the rear of the building, clear signage be installed, and further information be provided regarding security arrangements and measures to ensure the surrounding street remains clean and clear.

   "THAT the report from Economic Development report be received."
   Carried.

2. Michael Fredson, Treasurer, re – Financial Report
   Moved by Jenna French, seconded by Ruth Howorth.

   There were no financial updates posted by the City of Orillia at the time of the regular board meeting to be presented.

   "THAT, the financial report be received."
   Carried

3. Deron Johnston, DOBIA Executive Director, re – Office Report
   Moved by Jenna French, seconded by Darcy MacDonell.

   The Office Report highlighted staff engagement with new Board members, downtown businesses and community partners, participation in local events and networking initiatives, and ongoing operational improvements, including securing a snow blower attachment for the sidewalk plow and resolving hydro billing concerns.

   "THAT, the Office Report be received.

   AND THAT the Board approve Deron Johnston to apply to serve on the OBIAA Board."
   Carried.

4. Standing Committee Reports
   a. Megan Murray, Secretary re – Beautification, Maintenance & Streetscape

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b. Jennie May Banks, Director re – Marketing, Promotions & Sponsorship
Moved by Ruth Howorth, Jeff Gilbert.

Marketing Committee: The committee discussed amending the logo to incorporate the word "Downtown" to strengthen downtown branding and recognition.

Beautification Committee: The wreath program has been circulated to members, and installation of the hanging baskets is scheduled to begin at the end of the week.

"THAT, the BMS and MPS Committee reports be received.

AND THAT, the logo be modified to include the word 'Downtown.'"
Carried.

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

The sitting Council representative noted the importance of ensuring Board agendas and meeting packages are distributed in a timely manner. With the new Council now seated, new Council representatives to the DOBIA Board will be determined shortly.

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

6. Michael Fredson and Doug Cooper, re –Transportation and Parking Working Group Report
Did not meet, nothing to report.

7. Deron Johnston, Executive Director re – Downtown Revitalization Working Group
Did not meet, nothing to report.

8. Deron Johnston, Executive Director, re – Seating in the Downtown
Moved by Ruth Howorth, seconded by Darcy MacDonell

The Chair, Councillor Campbell and Executive Director met to discuss concerns surrounding the seating on Colborne Street. The mayor indicated support for replacing the seating without drawing from the existing seating inventory within the Downtown.

"THAT the report on Seating in the Downtown be received."
Carried.

9. Deron Johnston, Executive Director, re – Student Film on Tree Lighting
Moved by Ruth Howorth, seconded by David Campbell.

A student film documenting the 2023 Christmas Tree Lighting will be produced. Megan Murray, Secretary, and Deron Johnston, Executive Director, will be interviewed as part of the project.

"THAT the Student Film on Tree Lighting report be received."
Carried.

10. Deron Johnston, Executive Director, re – Independent Financial Services Update
Moved by Jeff Gilbert, seconded by David Campbell.

The Board was advised that the response to report CS-26-47 had been sent to City staff requesting clarification on what additional information is required to proceed with the necessary amendments to Chapter 100 of the Municipal Act. A response has not yet been received. The report is scheduled to return to the December 7 Council agenda. The Board requested that staff follow up with the City's Finance Department to clarify the outstanding information requirements, noting that the Board is prepared to provide any additional information needed to move the matter forward.

"THAT the Independent Financial Services Update report be received.

AND THAT staff be directed to follow up with city staff regarding the information request status."
Carried.

11. Deron Johnston, Executive Director, re – AGM and Board Election Recap
Moved by Jenna French, seconded by Darcy MacDonell

The AGM and Board election proceeded smoothly. A new Board Director will be appointed by Council in December. Information requested by members during the AGM was subsequently provided through the following member newsletters.

"THAT the AGM and Board Election Recap report be received."
Carried.

12. Deron Johnston, Executive Director, re – Action Plan Review
Moved by David Jenna

The Board reviewed the Action Plan developed during its 2023–2024 restructuring process and was pleased to report that nearly all identified action items have been completed or are in progress. The review provided an opportunity to reflect on the progress made and the outcomes of the restructuring exercise.

"THAT the Action Pan Review report be received."
Carried.

13. Deron Johnston, Executive Director, re – Term in Review (Goodbye, Farewell, Amen)
Moved by Ruth Howorth, seconded by Jenna French.

The Board took time to reflect on previous terms, reviewing key challenges, accomplishments and progress made throughout its tenure.

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"THAT the Term in Review report be received."

Date of Next Meeting

TBD in the DOBIA Office.

Adjournment

Moved by Jeff Gilbert, seconded by Ruth Howorth.

"THAT the meeting be adjourned."
Carried

Meeting adjourned at: 7:42 PM

Michael Fredson, Treasurer/ Acting Chair

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