DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Annual General Meeting of the DOBIA October 22, 2026

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

Also Present: Deron Johnston, DOBIA Executive Director
Tarah Harper, DOBIA Membership Coordinator
Member Attendance Available upon request

Open Session

Chair- Doug Cooper

Call To order

The meeting was called to order at 6:08 PM.

Approval of Agenda

Moved by Dawn Nita, seconded by Patricia Cousineau.

THAT, the agenda for the 2026 Annual General Meeting be approved.
Carried

Disclosure of Interest

None declared.

Minutes

1. Moved by Mark Watson, seconded by Shelby Booth.

   THAT, the minutes for the 2025 Annual General Meeting held on October 23, 2025, be approved.
   Carried.

Reports

1. Doug Cooper, Chair, re – Annual Report
   Moved by Mark, seconded by Natasha MacDonald.

DRAFT

The chair highlighted key accomplishments over the past four years, including downtown beautification, policy and governance updates, member support, new marketing initiatives, and more than 50 community events. Other achievements included infrastructure advocacy, improved member communications and the establishment of three standing committees.

THAT, the annual report be received.
Carried

2. Michael Fredson, Treasurer, re – Financial Report
Moved by Anitta Hamming, seconded by Grace Schofield.

The Board reviewed the 2025 financial results, 2026 year-to-date actuals and proposed 2027 budget. Discussion included the proposed transition to an independent financial service provider, questions regarding all downtown hydro charged to the BIA and the City's general ledger coding practices, and the anticipated addition of audit fees associated with the transition.

THAT, the 2026 financial report be received.
Carried

3. Megan Murray, Secretary, re – Beautification, Maintenance and Streetscaping Report
Moved by Shelby Booth, seconded by Mark Watson.

Detailed work accomplished in 2026 including new garbage receptacles, quarterly community clean-ups, advocating for and investing in snow removal, growing the décor programs, increasing the winter hanging baskets by almost 50%, and beautifying seating areas.

THAT, the 2026 BMS Committee report be received.
Carried.

4. Jennie-May Banks, Vice-Chair, re – Marketing, Promotions and Sponsorship Report
Moved by Mark Watson, seconded by Dawn Nita.

The Board reviewed marketing and promotional accomplishments over the past four years, including the development of a new website, enhanced social media engagement, weekly member newsletters, a new gift card program and expanded event programming with Event Planning Guide and Toolkit. More than 50 community events were facilitated or organized, supporting downtown businesses, increasing community engagement and promoting Downtown Orillia as a destination.

THAT, the 2026 Marketing, Promotion & Sponsorship Committee report be received.
Carried.

5. Megan Murray, Secretary, re – DOBIA Policy Update
Moved by Dawn Nita, seconded by Mark Watson.

DRAFT

The 2026 policy updates focus on strengthening DOBIA's governance, financial management and operational practices. New and updated manuals, policies and member resources clarify responsibilities, improve transparency and consistency, and support effective Board operations and staff protection.

THAT the 2026 DOBIA policy update report be received.
Carried.

Open Forum

Dawn Nita of DWN Chocolate raised wayfinding signage;
Mark Watson of Pocket Skate and Vintage raised general and winter parking concerns;
Patty Bailey of Allure raised alleyway improvements, recycling and snow removal; and
Leslie Fournier of Streets Alive clarified raised free holiday parking.

Date of Next Meeting

TBD

Adjournment

Moved by Dawn Nita, seconded by Leslie Fournier.

THAT, the 2026 Annual General Meeting be adjourned.
Carried

Meeting adjourned at: 7:48 PM

Doug Cooper, Chair

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