



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Meeting of the DOBIA for Tuesday, August 18, 2026

Present: Doug Cooper, In the Chair
Jennie May Banks, Vice Chair
Megan Murray, Secretary
Michael Fredson, Treasurer
Jeff Gilbert, Director (Teams)
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

Open Session

Chair- Doug Cooper

Call To order

The meeting was called to order at 5:40 PM.

Approval of Agenda

Moved by David Campbell, seconded by Ruth Howorth.

“THAT, the Downtown Orillia Business Improvement Area approve the agenda as amended for the August 18, 2026, meeting to include Staff Compensation during Closed Session.”

Carried.

Disclosure of Interest

None declared.

Minutes

1. Moved by David, seconded by Jennie May Banks.

“THAT the minutes for the Regular Meeting held on July 21, 2026 and Special Meeting held on July 28, 2026, be approved as distributed.

Carried.

Reports

1. Deron Johnston, Executive Director re – Partnership Organizations
None present.
2. Michael Fredson, Treasurer, re – Financial Report
Moved by David Campbell, seconded by Jennie May Banks.

Financial reports for the last several months were presented. Additionally, a report regarding the Municipal MAT Tax and the ways BIA's have applied for a portion to boost tourism efforts was given.

"THAT the financial report be received.

AND THAT the report regarding allocation of the MAT Tax be received as information at this time"

Carried.

3. Deron Johnston, DOBIA Executive Director, re – Office Report
Moved by Michael Fredson, seconded by Jennie May Banks.

"THAT the Office Report be received as information."

Carried.

4. Deron Johnston, Executive Director re – Canadian Urban Institute Data Package
Moved by Jennie May Banks, seconded by Jenna French.

There has been interest from the Economic Development department at the City of Orillia to share the cost and data. Staff will also approach Lake Country Tourism to gauge interest.

"THAT the Canadian Urban Institute Data Package report be received.

AND THAT the DOBIA in partnership with Economic Development and Lake Country Tourism be approved for up to \$1000."

Carried.

5. Standing Committee Reports
 - a. Megan Murray, Secretary re – Beautification, Maintenance & Streetscape
Moved by Michael Fredson, seconded by Jennie May Banks.

The City of Orillia has offered winter banners to match the installations on Lightfoot Drive; the cost would be prohibitive as we have recently purchased winter banners. Fall Décor packages for ordering will go out in the next weekly newsletter. Scott's will be making the winter hanging baskets. We are ordering basket hangers and additional décor this month, and we will be moving from 48 to 75 baskets.

"THAT the BMS report be received.

AND THAT the purchase of basket hangers and winter basket décor items be approved for no more than \$3000.”

Carried.

- b. Jennie May Banks, Director re – Marketing, Promotions & Sponsorship
Moved by Ruth Howorth, seconded by Michael Fredson.

Logos from John Emerson have been purchased. Net Gain is helping with training, and staff are in the process of updating website business information. Pirate Party funding was approved. Updated Event Planner is complete.

"THAT the MPS report be received.”

Carried.

- 6. David Campbell, Council Representative re – City of Orillia Council Report
Moved by Jennie May Banks, seconded by Michael Fredson.

Inspection of the Downtown plumbing for the Downtown Revitalization project has been approved. A report from the staff regarding retaining independent financial services will be forthcoming.

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

Carried.

- 7. Michael Fredson and Doug Cooper, re –Transportation and Parking Working Group Report
No meeting took place this month.
- 8. Doug Cooper, Chair re – Downtown Revitalization Working Group
No meeting took place this month.
- 9. Deron Johnston, Executive Director, re – Budget
Moved by Michael Fredson, seconded by Jennie May Banks.

The 2027 draft budget is ready to present to membership at the 2026 AGM and the proposed levy rate and numbers will be sent to the City of Orillia as a placeholder until the budget is presented and approved.

"THAT the 2027 Budget report be received.”

Carried.

- 10. Megan Murray, Secretary, re – Governance Report
Moved by Jeff Gilbert, seconded by Michael Fredson.

The Governance group has been reviewing the DOBIA's existing 2019 Policy Manual and creating a more streamlined and practical policy framework for the organization. The existing manual contains a mix of governance policies, financial procedures, HR information,

operational procedures, forms, legislation and historical reference material. Rather than continuing to keep everything in one large manual, it's been reorganized into separate, more manageable manuals. The next steps are to finalize the remaining manuals and standalone policies, update the master Policy Register; and bring the completed documents to the Board for approval. The reserve policy percentages have been approved as previously presented.

"THAT the Governance report be received.

AND THAT the three reserve funds will be distributed in the following percentages: 50% Operational Reserve, 35% Capital Reserve and 15% Special Project Reserve.

Carried.

Closed Session

Entering Closed Session at: 6:28 PM

Moved by Michael Fredson, seconded by Jennie May Banks.

"THAT, pursuant to Section 239(2)(b)(d) of the Municipal Act, 2001, S.O. 2001, c. 25, notice is hereby given that the Board intends to hold a closed session meeting today at the Downtown Orillia Business Improvement Area Office to consider matters relating to BIA membership and labour relations or employee negotiations."

Carried.

Rising to Open Session at: 6:48

Moved by Michael Fredson, seconded by Jennie May Banks.

"That the Board rise to Open Session."

Carried

Open Session

Closed Session Motions

Moved by Ruth Howorth, seconded by Darcy MacDonell.

"THAT the report given in Closed Session be received.

AND THAT the annual staff wage increase discussed in Closed Session be approved."

Carried

Date of Next Meeting

Tuesday, September 16, 2026, at 5:30PM in the DOBIA Office.

Adjournment

Moved by Jennie May Banks, seconded by Jenna French.

"THAT the meeting be adjourned."

Carried

Meeting adjourned at: 6:51 PM

Doug Cooper, Chair