



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area
Tuesday February 17, 2026

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

Absent: Michael Fredson, Treasurer

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 5:32 PM.

Approval of Agenda

Moved by Ruth Howorth, seconded by David Campbell.

“THAT, the agenda be approved as distributed.”

Carried.

Disclosure of Interest

None declared.

Minutes

1. Regular Meeting, January 20, 2026

Moved by David Campbell, seconded by Ruth Howorth.

“THAT, the minutes from January 20, 2026, be approved as amended.”

Carried.

Communications Information

1. Val Powell, Age Friendly Orillia re – Benches and Accessibility in the Downtown
Moved by Ruth Howorth, seconded by David Campbell.

Letter from Age-Friendly Orillia from their walkability study requesting more benches in the DOBIA Boundaries to increase rest areas.

“THAT, the communication be received.”

Carried.

Deputations

1. Kasak Patel, Orillia Secondary School DECA Chapter, re – DECA Community Partners
2. Kevin Ganglof, Roots North Board Member, re – Roots North Music Festival
3. Alexandra Kubrak, Enigma Agency re – AI and Small Business

Reports

1. Deron Johnston, Executive Director re – Partnership Organization Reports
Moved by Jeff Gilbert. seconded by David Campbell.

No reports for February.

“THAT, the partner organization reports be received.”

Carried.

2. Michael Fredson, Treasurer, re – Financial Report
Moved by Ruth Howorth, seconded by David Cambell.

The letter to council informing them of the DOBIA’s desire to investigate financial independence was approved by the board and will be shared with in the newsletter.

“THAT, the financial report be received.

AND THAT, the letter regarding financial independence be sent to City of Orillia.

Carried.

3. Deron Johnston, Executive Director re – Office Report
Moved by Ruth Howorth, seconded by Jeff Gilbert

A new computer may be needed for the office; the current machine is no longer compatible with the OWL system. Staff are directed to investigate and bring quotes to the next meeting.

“THAT, the office report be received

AND THAT, staff be directed to investigate the cost of a new laptop.”

Carried.

4. Megan Murray, Secretary re – Meeting Attendance
Moved by Ruth Howorth, seconded by Darcy MacDonell.

The City of Orillia has sent notification that a board member has missed more than 50% of board meetings in 2025. As per section 5.12 of the DOBIA Policy the director has provided a reason for absence which was accepted by the board and the director will retain their seat.

“THAT, the attendance report be received.

AND THAT, the reviewed letter of response be sent to the City of Orillia.”

Carried.

5. Standing Committee Reports
Moved by David Campbell, seconded by Jeff Gilbert.

- a) Megan Murray, Secretary re – Beautification, Maintenance & Streetscape
Committee members recommended specialized snow removal equipment for 2027, provided a report for the alleyway pilot project, recommended maintenance on the lamp posts and recommended the signage budget be moved to the MPS Committee.
- b) Jennie May Banks, Director re – Marketing, Promotions & Sponsorship
Committee members recommended that \$2000 be provided to sponsor the Downtown Orillia Easter Egg Hunt, recommended that the first slate of event street closures be sent to the City of Orillia for approval and that \$100 of advertising be approved for Mother’s Day.

“THAT, the Standing Committee reports be received.

AND THAT, information for purchasing a blower attachment for the tractor be collected for 2027 budget considerations

AND THAT, a letter of request for maintenance and repair of lamp posts be sent to council.

AND THAT, the BMS signage line in its budget be moved to the MPS Committee’s budget.

AND THAT, the budget request of no more than \$2000 from the Events and Sponsorship line be approved.

AND THAT, the road closure applications for the 2026 event calendar be submitted.

AND THAT \$100 be approved for Mother’s Day marketing.”

Carried.

6. Doug Cooper, Chair and Deron Johnston, Executive Director re – Streetscape Revitalization
Moved by Darcy MacDonell, seconded by Jeff Gilbert.

Downtown Revitalization talks remain in early stages with full scope yet to be determined.

“THAT, the partner organization reports be received.”

Carried.

7. David Campbell, Council Representative re – City of Orillia Council Report
Moved by Ruth Howorth, seconded by Jeff Gilbert.

“THAT, the City of Orillia Council Report be received.”

Carried.

8. Doug Cooper, re –Transportation and Parking Working Group Report
Moved by David Campbell, seconded by Darcy MacDonell.

The working group will meet next month to discuss the parking report. The letter of change in DOBIA representation has been sent and received.

“THAT, the transportation and parking working group reports be received.”

Carried.

9. Deron Johnston, Executive Director, re – Budget
Moved by David Campbell seconded by Ruth Howorth.

An ongoing list of considerations has been so that 2027 budget discussions are fulsome.

“THAT, the budget report be received.”

Carried.

10. Deron Johnston, Executive Director, re – Hosting Downtown Candidates Debate
Moved by Ruth Howorth. seconded by Darcy MacDonell.

The DOBIA board is in favour of acting as a neutral host for a downtown ward candidate debate. Questions would be submitted in advanced and randomly assigned. Business owners can vote in the Orillia elections if they reside in a different municipality is confirmed is accurate according to the Ontario provincial website “As a non-resident elector if you own or rent property in a municipality, but it’s not the one where you live. You can be a resident elector in only one municipality. However, you can be a non-resident elector in any other municipality (or municipalities) where you own or rent property.”

“THAT, the municipal candidate debate proposal report be received.

AND THAT, staff begin organizing a Downtown Candidate debate.”

Carried.

11. Megan Murray, Secretary, re – Governance Working Group Report

Moved by David Campbell, seconded by Jeff Gilbert.

The reorganization of the table of contents is complete, and the review of policies has begun.

“THAT, the Governance Working Group report be received.”

Carried.

Deputation Motions

Moved by Ruth Howorth, seconded by David Campbell.

1. Kasak Patel, Orillia Secondary School DECA Chapter, re – DECA Community Partners Description of DECA, an entrepreneurship club at OSS. Request of possible sponsorship.
2. Kevin Ganglof, Roots North Board Member, re – Roots North Music Festival
Roots North will be taking place April 16-19, 2026. Request for social media support and partial funding program for festival as in previous years.
3. Alexandra Kubrak, Enigma Agency re – AI and Small Business
Description of Enigma as an AI Small Business specialist. Opportunity for BIA sponsorship and program if there is interest.

“THAT, the deputations be received.”

Carried.

Date of Next Meeting

Tuesday March 17, 2026, at 5:30PM in the DOBIA Office.

Adjournment

Moved by Jeff Gilbert, seconded by Ruth Howorth.

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 7:56 PM

Doug Cooper,
Chair