



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Board Meeting of the DOBIA Tuesday, July 21, 2026

Present: Doug Cooper, In the Chair
Jennie May Banks, Vice Chair
Megan Murray, Secretary
Ruth Howorth, Director
Darcy MacDonell, Director
Councillor David Campbell

Absent: Michael Fredson, Treasurer
Jeff Gilbert, Director
Jenna French, Director

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 Jennie May Banks, seconded by Ruth Howorth.

“THAT, the Downtown Orillia Business Improvement Area approve the agenda as amended to correct the date for the July 21, 2026.”

Carried.

Disclosure of Interest

None declared.

Deputations

1. Kevin Gangloff, Roots North Director, re – Roots North Festival

Kevin Gangloff was not in attendance when the item was called. The deputation was not heard.

Minutes

1. Moved by Jennie May Banks, seconded by Ruth Howorth.

“THAT, the minutes for the regular meeting held on June 16, 2026, and special meeting June 19, 2026, be approved as distributed.

Carried.

Communication Item

1. OBIAA, re – Construction Mitigation Package
Moved by Darcy MacDonell, seconded by Ruth Howorth.

The toolkit is built around collaboration and communication to ensure local main streets survive multi-month or multi-year disruptions. It includes strategic frameworks, communication templates, data tracking and collaboration tools.

“THAT, the communication item from OBIAA regarding Construction Mitigation be received.”

Carried.

Reports

1. Deron Johnston, DOBIA Executive Director, re – Partnership Organizations
Moved by Ruth Howorth, seconded by Jennie May Banks.

Two organization reports. Report on cybersecurity from NDLS following the DOBIA email hack and remediation detailing the hack, the work to stop any further damage, remediation efforts and costs. Lakehead University Student Union report regarding a proposed student rewards card for Downtown Orillia.

“THAT, the reports from NDLS and Lakehead University Student Union be received.

AND THAT, the remediation cost of \$2400 be approved to come from the operations reserve.”

Carried.

2. Michael Fredson, Treasurer, re – Financial Report
Moved by Jennie May Banks, seconded by Ruth Howorth.

The financial information needed for the report was not posted by the City of Orillia by the time of the Board meeting.

"THAT, the financial report be received.”

Carried.

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

No questions or clarifications to the office report we made.

“THAT, the Office Report be received as information.”

Carried.

4. Standing Committee Reports
 - a. Megan Murray, Secretary re – Beautification, Maintenance & Streetscape
Moved by Ruth Howorth, seconded by Jennie May Banks.

Proposed 2027 budget of \$40000 for beautification, marketing and streetscaping initiatives which is \$4000 less than last year. The flowers to enhance the seating areas are now installed. The project came in under budget.

“THAT, the BMS report be received.”

Carried.

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

Two final logos were presented to the board which selected the DO (Downtown Orillia) to incorporate as a campaign and test its’ viability. A corporate campaign for the downtown gift card is in process. The website has now launched and is accessible to the public. The proposed marketing budget was presented. DOBIA has hired a marketing manager.

“THAT, the MPS report be received.

AND THAT, the logo from Jon Emberson be purchased for \$500.”

- 5. David Campbell, Council Representative re – City of Orillia Council Report
Moved by Jennie May Banks, seconded by Ruth Howrth

Council winter control group convened an emergency meeting regarding the removal of snowbanks downtown. Council would like to have comment from the DOBIA Board regarding the Downtown Revitalization project report. City staff have not found a bylaw which would address the effects of housing people in the vestibule of main street facing businesses including garbage, building materials and human waste.

“THAT, the council report be received.”

Carried.

- 6. Doug Cooper, re –Transportation and Parking Working Group Report
Moved by Darcy MacDonell, seconded by Jennie May Banks.

Quorum was not met, no meeting occurred.

“THAT, the TPWG be received.”

Carried.

- 7. Doug Cooper, Chair re – Downtown Revitalization Working Group
Moved by Darcy MacDonell, seconded by Jennie May Banks.

The working group continues to discuss sewer and water mains. DOBIA has received the report from city staff regarding the revitalization plan options and underground infrastructure.

“THAT, the DRWG report be received.

AND THAT, the DOBIA host an information session regarding the Downtown Revitalization project report from city staff to receive feedback from members.”

Carried.

8. Deron Johnston, Executive Director, re – Budget
Moved by Jennie May Banks, seconded by Ruth Howorth.

The board and staff will investigate applying for the MAT tax for projects and programs that would enhance tourism downtown. Discussions by the board included budget allocation and determined an increase of 3% for the levy, the same as the rate of inflation.

“THAT, the budget report be received.

AND THAT, the levy would be increased by 3%.”

Carried.

9. Deron Johnston, Executive Director re – Independent Financial Services
Moved by Ruth Howorth, seconded by Jennie May Banks

The proposal responds to city staff’s questions by outlining the services to be transitioned, anticipated costs, governance framework, internal controls, and the implications for Chapter 100 of the City of Orillia Municipal Code. The Board submits that the *Municipal Act, 2001* provides municipalities with flexibility in determining local governance arrangements and that updating Chapter 100 would allow for efficient financial administration and responsible stewardship of levy-funded public funds while preserving Council’s Municipal Act authority.

“THAT, the independent financial services report be received.

AND THAT, the report be approved and sent to city staff.”

Carried.

10. Deron Johnston, Executive Director re – Data Capture Offer
Moved by Ruth Howorth, seconded by Darcy MacDonell.

An offer from OBIAA regarding data capture and visitor statistics through Environics is open through August 31, 2026. Information will go to MPS Committee for discussion.

“THAT, the data capture offer from OBIAA be received.”

Carried.

Date of Next Meeting

Tuesday, August 18, 2026, at 5:30PM in the DOBIA Office.

Adjournment

Moved by Ruth Howorth, seconded by Jennie May Banks.

“THAT the meeting be adjourned.”
Carried.

Meeting adjourned at: 9:08 PM

Doug Cooper,
Chair