



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Meeting of the DOBIA Board for Tuesday, June 16, 2026

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

Absent: 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 5:43 PM.

Approval of Agenda

Moved by,
seconded by

“THAT, the Downtown Orillia Business Improvement Area approve the for board meeting of June 16, 2026, agenda as amended to include the minutes for the Special Meeting on May 25, 2026, and to include a deputation with Patricia Cousineau.”

Carried

Disclosure of Interest

None declared.

Deputations

1. Patricia Cousineau, The Birdhouse Nature Company Owner re – Downtown Map Project

Minutes

1. Moved by Michael Fredson, seconded by Ruth Howorth

“THAT, the minutes for the Regular Meeting, May 12, 2026, and Special Meeting, May 25, 2026, be approved as distributed.”

Carried.

Communication

Moved by Jennie May Banks, seconded by Ruth Howorth.

“THAT, the communication from the City of Orillia regarding the revitalization project be received.”

Carried.

Reports

1. Deron Johnston, Executive Director re – Partnership Organizations

Moved by Jennie May Banks, seconded by Ruth Howorth.

No partnership organizations present.

“THAT, the partnership organizations report be received.”

Carried.

2. Michael Fredson, Treasurer, re – Financial Report

Moved by Darcy MacDonell, seconded by Jeff Gilbert.

No questions for the Year-to-Date report. Monthly report from the City of Orillia was still not posted at the time of the board meeting for review.

“THAT, the financial report be received.”

Carried

3. Deron Johnston, DOBIA Executive Director, re – Office Report

Moved by Darcy MacDonell, seconded by Jeff Gilbert.

New addition to the report as of the date of the board meeting that Executive Director Deron Johnston’s email has been hacked. A public notice will be sent out to inform anyone who may have received an email with a link from his email is not to open it. More information will be forthcoming as it is collected from IT.

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

Carried.

4. Standing Committee Reports

- a. Megan Murray, Secretary re – Beautification, Maintenance & Streetscape

Moved by David Campbell, seconded by Jennie May Banks.

The BMS committee has found a work around for watering the plants that will enhance seating areas. The Peter St. corner enhancements have begun. The scrims and

greenery have been ordered and installation has begun. Painting of the scrims will take place through the summer.

“THAT, the report on Beautification, Maintenance & Streetscape be received.”

Carried.

- b. Jennie May Banks, Vice-Chair, re – Marketing, Promotion & Sponsorship
Moved by Megan Murray, seconded by Ruth Howorth.

Logo development continues to proceed in consultation with designers. The website is nearly ready to go live. Board is pleased with the result as it is much easier to navigate and maintain.

“THAT, the report on Marketing, Promotion & Sponsorship be received.”

Carried.

5. David Campbell, Council Representative re – City of Orillia Council Report
Moved by Jennie May Banks, seconded by Darcy MacDonald.

The City of Orillia has approved the construction of a new transit station which will include a large parking lot. Road maintenance has significantly increased this year which also increases the number of detours. Council has approved a plumbing report from engineering regarding its condition and life expectancy.

"THAT, the City of Orillia Council Report be received as information.”

Carried.

6. Deron Johnston, Executive Director re – Memorandum of Understanding with City
Moved by Megan Murray, seconded by Jennie May Banks.

Discussions with city about MOU have begun, specifically, regarding seating, watering plants and winter maintenance.

“THAT, the report on Memorandum of Understanding with City be received.

Carried.

7. Michael Fredson and Doug Cooper, re –Transportation and Parking Working Group Report
Moved by Jeff Gilbert, seconded by Ruth Howorth.

Requests have been made through the TPWG regarding the status of the parking reserve and expenditures. Additionally, there is discussion of changing the direction of the one way driving of Lot 5.

“THAT, the Transportation and Parking Working Group Report be received.”

Carried.

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

The City of Orillia Downtown Revitalization Working Group continues to have issues with organization. It currently has no minutes, no chair and no clerk department staff in attendance. These concerns have been brought to the attention of city staff.

“THAT, the Downtown Revitalization Working Group report be received.”
Carried.

9. Deron Johnston, Executive Director, re – Budget
Moved by Jeff Gilbert, seconded by Ruth Howorth

The City of Orillia requests that our proposed budget numbers be sent in August.

“THAT, the Budget Report be received.”
Carried.

10. Deron Johnston, Executive Director, re – Community Safety Plan
Moved by Megan Murray, seconded by Jennie May Banks.

The Community Safety Plan which was presented by OPP at the Executive Committee was reviewed by the board. Consensus around the cooling centre that would operate like the 24/7 warming centre in the lot of the Lighthouse was favourable. Concerns around “no panhandling” diversion signage to be placed around the downtown were raised. These signs are controversial and would need to be approved by all stakeholders. Further inquiries will be made into the proposal.

“THAT, the Community Safety Plan report be received.”
Carried.

11. Tarah Harper, Membership Coordinator, re – Hiring Social Media/Marketing Coordinator
Moved by Jennie May Banks, seconded by Ruth Howorth

With the dramatic increase in engagement through social media as well as the introduction of several new programs including the new Downtown Orillia Gift Card, staff are not able to manage our social media and marketing to its full potential without a Social Media/Marketing Coordinator. An opportunity to hire for this position through CDC Pathways to Employment program would allow for the hiring of a qualified individual with a salary stipend. The previous hiring committee will reactivate for the hiring process.

“THAT, the hiring of a Social Media/Marketing Coordinator be received.”

AND THAT, staff and the hiring working group be directed to begin the process of hiring through the CDC hiring program for no more than \$4000.”
Carried.

12. Megan Murray, Secretary, re – Governance Working Group Report
Moved by Ruth Howorth, seconded by Jennie May Banks.

The governance committee has consulted with the OPP regarding a BIA opt-in Trespass form to be administered by the OPP.

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

Carried.

Deputation Motions

Moved by Jennie May Banks, seconded by Jeff Gilbert.

“THAT, the deputation Patricia Cousineau regarding a downtown map be received.

Carried

Date of Next Meeting

Tuesday, July 21, at 5:30PM in the DOBIA Office.

Adjournment

Moved by Jennie May Banks, seconded by Jeff Gilbert.

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 7:54 PM

Doug Cooper,
Chair