



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

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

Present: Doug Cooper, In the Chair *via Teams*
Megan Murray, Secretary
Michael Fredson, Treasurer
Jeff Gilbert, Director
Ruth Howorth, Director
Jenna French, Director *via Teams*
Councillor David Campbell

Absent: Darcy MacDonell, Director
Jennie May Banks, Vice Chair

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 5:38 PM.

Approval of Agenda

Moved by Ruth Howorth, seconded by Michael Fredson

“THAT, the agenda be approved as distributed.”

Carried.

Disclosure of Interest

Michael Fredson, Director, regarding Street Soccer Event. Will remove himself from discussion and voting on this matter.

Deputations

1. Alexandria Lepinski, Lakehead Social Work Student with OPP re – Leadership Education Activity Partnership (LEAP) youth camp

This is a Youth at Risk diversion camp focussing on community engagement and responsibility. The program is looking for sponsors and donations to run the program this summer.

2. Alan Lafontaine, Executive Director Orillia Chamber of Commerce re – 2026 Programming

Minutes

1. Regular Board Meeting, February 17, 2026
Moved by Ruth Howorth, seconded by David Campbell.

“THAT, the February 17, 2026, minutes be approved as distributed.”

Carried.

Correspondence Information Items-

1. Don MacIsaac, Mayor of the City of Orillia re – Update of DOBIA References
Moved by Ruth Howorth, seconded by Fredson.

Letter from the Mayor of Orillia to the chair of Age Friendly Orillia outlining the role of the BIA in asset placement.

“THAT, the communication be received as information.”

Carried.

Reports

1. Deron Johnston, Executive Director re – Partnership Organizations
Moved by David Campbell, seconded by Ruth Howorth

The Orillia Public Library is updating their strategic plan and would welcome hearing from BIA members and the DOBIA board.

“THAT, the partner organization reports be received.”

Carried.

2. Michael Fredson, Treasurer, re – Financial Report
Moved by Ruth Howorth, seconded by Jeff Gilbert.

“THAT, the financial report be received.

Carried.

3. Deron Johnston, Executive Director re – Office Report
Moved by Michael Fredson, seconded by David Campbell.

“THAT, the office report be received.”

Carried.

4. Standing Committee Reports

There is a request from the City of Orillia to include attendance in the standing committee meetings.

Megan Murray, Secretary re – Beautification, Maintenance & Streetscape letter regarding light post maintenance should be sent to the City of Orillia. The proposed letter and deputation regarding garbage receptacles in the BIA are ready if the Executive Committee deems it necessary. More cigarette butt receptacles need to be purchased to reduce waste in problem areas.

Moved by Michael Fredson, seconded by Ruth Howorth.

“THAT, the BMS reports be received.

AND THAT, the letters regarding light post maintenance be approved to send to council.

AND THAT, a deputation to council regarding garbage receptacle replacement or repair be approved if the Executive Committee deems it the best course of action.

AND THAT, 4 Cigarette Butt Receptacles be purchased for no more than \$700.”
Carried.

Ruth Howorth re – Marketing, Promotions & Sponsorship. Committee is working on seasonal media kits for the gift card. Website is still under construction and needs high resolution photos of the downtown. Events submissions have concluded and the committee recommends adding a Street Soccer event to the spring and summer roster.

Moved by Megan Murray, seconded by Jeff Gilbert.

“THAT the MPS Committee report be received.

AND THAT, the board approve the street soccer event.”
Carried.

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

The Mayor will be making a unilateral decision regarding the Champlain monument. A motion to reduce the revitalization budget was overturned.

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

6. Doug Cooper, Chair, re – City of Orillia Transportation and Parking Working Group
Moved by David Campbell, seconded by Michael Fredson.

The working group is still waiting to received the report from the parking consultant.

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

Carried.

7. Doug Cooper, Chair, re – Downtown Revitalization Working Group
Moved by Michael Fredson, seconded by Ruth Howorth.

Discussions regarding the project budget and scope continue. At this time only Mississauga St. E is slated for revitalization and the board would like to recommend specific side streets be added.

“THAT, the Downtown Revitalization Working Group report be received

AND THAT, the board recommends to the DRWG and council that the identified side streets be included in the Downtown Revitalization project.”

Carried.

8. Tarah Harper, Membership Coordinator, re – Gift Card Partnership with Library
Moved by Michael Fredson, seconded by Ruth Howorth

The MOU between the DOBIA and the Orillia Public Library allows the Library to sell and distribute the Downtown Orillia Gift Card on behalf of the DOBIA.

“THAT, the Gift Card Partnership with Library report be received.

AND THAT, the proposed MOU be approved.”

Carried.

9. Deron Johnston, Executive Director, re – Staff Benefits Renewal

Closed Session

Entering Closed Session at 7:43 PM.

Moved by Ruth Howorth, seconded by David Campbell

“THAT, pursuant to Section 239(2)(d) of the *Municipal Act*, 2001, S.O. 2001, c.25, notice is hereby given that this Committee intends to hold a closed session meeting today in the Downtown Orillia Business Improvement Area Office, to deal with matters pursuant to Section 239(2)(d) of the said Act (labour relations or employee negotiations).”

Carried

Rising to Open Session

Moved by Michael Fredson, seconded by Ruth Howorth,

“That the Board rise to Open Session”

Carried

Open Session

Open Session: 7:57

Closed Session Motions

Moved by Michael Fredson, seconded by Jeff Gilbert.

“THAT, the Staff Benefits Renewal report be received.

AND THAT, the confidential direction discussed in closed session be taken.”

Carried.

10. Deron Johnston, Executive Director, re – Budget

Moved by Ruth Howorth, seconded by Michael Fredson.

“THAT, the budget report be received.”

Carried.

11. Megan Murray, Secretary, re – Governance Report and Procurement Policy

Moved by Michael , seconded by Jeff.

The procurement policy has been updated to reflect best practice. The next item for review is the DOBIA elections policy.

“THAT, the Governance Working Group report be received

AND THAT, the procurement policy be approved.”

Carried.

Deputation Motions

Moved by Ruth Howorth, seconded by Michael Fredson.

“THAT, the deputations from Alexandria Lepinski, Lakehead Social Work Student with OPP and Alan Lafontaine, Executive Director Orillia Chamber of Commerce be received.

Date of Next Meeting

Thursday, April 23, 2026 at 5:30 PM in the DOBIA Office.

Adjournment

Moved by Michael Fredson, seconded by David Campbell.

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 8:23 PM

Doug Cooper, Chair