

**DOWNTOWN ORILLIA MANAGEMENT BOARD
BOARD MEETING**

MINUTES

February 15, 2012 – 6:00 P.M.
in the Tudhope McIntyre Board Room
Orillia City Centre

Present: Chair Mariano Tulipano, Sarah Valiquette, Ed Nevala, Joanne Pezzano, Nick Raseta, Helen DiPardo, Councillor Linda Murray, Councillor Patrick Kehoe

Also Present: Lisa Thomson-Roop, Jodie Wilson, Bob Ripley, Deputy CAO/CFO

Absent: Dianne Cipolla

Open Session

1. **Chair** – Mariano Tulipano called for nominations for the Chair. Joanne Pezzano nominated Sarah Valiquette; nomination accepted; Sarah Valiquette nominated Nick Raseta; nomination accepted; Nick Raseta nominated Dianne Cipolla; nomination accepted with letter. Vote was called. **Motion 1 – Moved by Nick Raseta, Seconded by Helen DiPardo that Sarah Valiquette be appointed Chair of the Downtown Orillia Management Board for the calendar year 2012. CARRIED.**

Motion 2 – Moved by Councillor Linda Murray, Seconded by Helen DiPardo that Nick Raseta be appointed Vice-Chair of the Downtown Orillia Management Board for the calendar year 2012. CARRIED.

2. **Call to Order** – The meeting was called to order at 6:15 pm.
3. **Approval of Agenda - CARRIED**
4. **Disclosure of Interest** - None Declared.
5. **Deputations**
 - a) **Police Services Board – Chair Rick Fraracci,**

Mr. Fraracci addressed foot patrol in the downtown core and reduction of crime in the downtown core. He stressed the importance of knowing the exterior of your business as well as contacting the Ontario Provincial Police for any issue including petty crime. The Detachment Commander hopes to re-start a program of visiting businesses in the downtown core. An invitation was extended to the Board to attend the June Police Services Board meeting as a deputation (last Tuesday of month). Mr. Nevala enquired about status of security camera programs. Mr. Fraracci stated the matter had been turned back to City Council and that a consultant was being hired to resolve technical issues. Mr. Ripley indicated he anticipated a consultant being hired in March.

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b) Karren Wallace, Advisor; Marco Malea, Ministry of Municipal Affairs –

PowerPoint presentation regarding Business Improvements and the legislation in the Municipal Act. PowerPoint presentation is available in DMB office.

Procedures by-law and notice; public meetings – open/closed meeting; minutes, post on website. Typical procedural and other matters for BIA's ... procedure by-law govern calling, place and proceedings of meetings and must include notice of all meetings; procedure by-law typically include : Time, Order of business, BIA's prepare annual budget, audited financial statements, minutes.

Council is the ultimate decision maker when establishing a BIA. Board members are appointed by Council; Council approves budget, etc. Strong, positive relationship has to be maintained between the two bodies. It is in the best interest of the Board and Council to work together. In the event of conflict between the Board and Council, the By-law prevails. A question regarding a strategic plan was asked. OMAFRA could assist with implementing this.

6.0 Minutes – January 31, 2012 - Approved

7.0 Closed Session (not applicable)

- 7.1 Motion to move into Closed Session
- 7.2 Closed Session Items
- 7.3 Motion to rise and report to Open Session

8.0 Open Session (not applicable)

Motions arising from Closed Session Discussions (not applicable)

9.0 Correspondence

9.1 Correspondence Received (Re membership comments)

1. Mariano Tulipano – Downtown Computer - An Open Letter to BIA Membership
2. DOMB Press Release
3. Mariano Tulipano – Downtown Computer - Meeting Of BIA Members – Support a BIA Members meeting
4. Bob Vickery – Bob Vickery Financial – Support a BIA members meeting
5. David Shaw – Advantage InTRAVEL – Support a BIA members meeting

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6. Elaine & Allan Francoz – Just Elaines – Support a BIA members meeting
7. John Mayo – BMO Nesbitt Burns – Support a BIA members meeting
8. Dale McKay – WindSpirit Wisdom & Wonders – Support a BIA members meeting
9. Janet Grand – The Bird House Nature Company – Support a BIA members meeting
10. Linda Tiffin – Tiffins Creative Centre – re Media Release
11. Linda Tiffin – Tiffins Creative Centre - Support a BIA members meeting
12. Allan Francoz – Just Elaines - Cease & Desist Letter

Motion 3 – Moved by Mariano Tulipano, Seconded by Nick Raseta that correspondence in Agenda Section 10 (a) items 1-12 with the exception of Items 4-9 be received as informational. CARRIED.

Regarding the membership meeting Mr. Tulipano suggested striking a working group of merchants to formulate topics of discussion. Mrs. DiPardo wondered what questions should be asked. A suggestion for a presentation from TABIA and OBIAA was suggested. **Motion 4 – Moved by Helen DiPardo, Seconded by Ed Nevala that the DOMB agrees to meeting Tuesday, February 21, 2012 at 3:30 pm to discuss the format for the general meeting. CARRIED.**

9.2 Correspondence Received

1. Kelly Smith – Orillia Winter Carnival Sponsorship Request **Motion 5 – Moved by Nick Raseta, Seconded by Councillor Kehoe that the DOMB sponsor the Orillia Winter Carnival with \$200 in Downtown Dollars. CARRIED.**
2. Orillia Today – Advertising Opportunity **Motion 6 – Moved by Mariano Tulipano, Seconded by Nick Raseta that the DOMB purchase a half page ad in Orillia Today for being voted Favorite Tourist Destination at a cost of \$639 plus HST. CARRIED.**
3. Allan French – register “Notice of Lease” **Motion 7 – Moved by Nick Raseta, Seconded by Helen DiPardo to authorize Allan French to register a Notice of Lease for the new DOMB office location. CARRIED**
4. City Clerk – Appointment to Parking Advisory Committee – No action.

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5. Curious the Tourist – Media Kit (available in office) – Refer to Marketing & Communications WorkingGroup.
6. Rogers – rate increase – Received as information.
7. Mayor’s Office – Tag Day – Channel Cats – Oct 26 & 27, 2012 – Received as information.
8. Mayor’s Office – Tag Day – Air Cadets – Mar 2 & 3, 2012 – Received as information.
9. Mayor’s Office – Tag Day – Orillia Prostrate Cancer Awareness Group – July 27 & 28, 2012 - Received as information.
10. Mayor’s Office – Tag Day – Telecare – June 22 & 23, 2012 – Received as information.
11. Treasury Department – December Budget – Received as information.

10.0 Reports

- 10.1 Financial Report - **Motion 8 – Moved by Nick Raseta, Seconded by Helen DiPardo to pay financials dated prior to February 15, 2012. CARRIED.**
- 10.2 Downtown Orillia Office Relocation – **Motion 9 – Moved by Nick Raseta, Seconded by Councillor Kehoe to accept the quote of Ronald Swyers of \$100 plus HST to buff and clean the floors at the new DOMB office. CARRIED.**

Motion 10 – Moved by Nick Raseta, Seconded by Mariano Tulipano to accept the quote of Sunshine Carpet to install new carpeting at the new DOMB office location at a price of \$1540 plus HST using the 28 oz carpet specified in the quote. CARRIED.
- 10.3 Façade Policy – **Motion 11 – Moved by Nick Raseta, Seconded by Ed Nevala to adopt the Façade Policy as presented. CARRIED.**
- 10.4 Parking Limits & Rates – **Motion 12 – Moved by Ed Nevala, Seconded by Helen DiPardo that the Downtown Orillia Management Board recommends to Council that parking meter rates be increased by 25**

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cents per hour at on street meters with the understanding that other revenue generating options be looked at further. And further that the DOMB supports the increase of on-street parking meter time limit from 1 hour to 2 hours. And supports increasing the time in lots from 3 hours to 5 hours. CARRIED.

- 10.5 Recognition Fund Policy – Deferred.
- 10.6 Event Working Group – *Action – To set up a meeting with Working Group to discuss Spring events.*
- 10.7 Parking Advisory Committee - No report.
- 10.8 Transit Committee – No report
- 10.9 Marketing and Communications Working Group - *Action: To prepare a list of all Working Group members.*
- 10.10 Downtown Revitalization Advisory Working Group – No report.
- 10.11 Farmers' Market Ad Hoc Committee – No report.
- 10.12 Personnel Working Group – Personnel Policy (tabled at November 2011 meeting) - Deferred
- 10.13 Streets Alive! Working Group – No report.
- 10.14 Downtown Orillia Parking – No report.

11.0 **Date of Next Meeting** -- March 21, 2012 Date 6:00 p.m. – Location to be Announced

12.0 **Adjournment**

