

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL
BOARD MEETING**

MINUTES

May 15, 2012 – 6:30 pm
in the DOMB Board Room
33 Mississauga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

Present: Sarah Valiquette, Joanne Pezzano, Nick Raseta, Mariano Tulipano, Councillor
Linda Murray, Councillor Patrick Kehoe

Also Present: Lisa Thomson-Roop, Michael Martyn

Absent: Helen DiPardo

1. Open Session

2. Chair

3. Call to Order – 6:37pm

4. Approval of Agenda – Carried.

5. Disclosure of Interest - none declared

6. Deputations

6.1 Michael Martyn, Culture & Heritage – Heritage Conservation District Report

7. Minutes – Regular Board Meeting–April 18, 2012, Special Board Meeting–May 1, 2012 – Carried.

8. Closed Session

a. Motion to move into Closed Session

Motion 1 : THAT, pursuant to Section 239(4) of the Municipal Act, 2001, S.O. 2001, c.25, notice is hereby given that the Downtown Orillia Management Board intends to hold a closed session meeting in the Downtown Orillia Management Board Room to deal with matters pursuant to Section 239(2)(d) of the said Act (Personnel Matters).

Moved: Mariano Tulipano Seconded Nick Raseta. Carried

b. Closed Session Items

Personnel – re: Contract Negotiations

c. Motion to rise and report to Open Session

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MOTION 2: That the Downtown Orillia Management board come out of closed session. Moved: Nick Raseta. Seconded: Joanne Pezzano. Carried.

9. Motions arising from Closed Session Discussions

Motion 3: That the Downtown Orillia Management Board re-new a one new contract with Rick Elliott, in the position of Maintenance Supervisor, beginning April 1, 2012 and expiring March 31, 2013, with an increase of 3 %, retroactive to April 1, 2012.

Moved: Joanne Pezzano, Seconded: Councillor Kehoe. Carried.

Motion 4: That Downtown Orillia Management Board sign a one year contract with Chris Lee, in the position of part-time maintenance worker, beginning April 1, 2012 and expiring March 31, 2013, with an increase of 3% retroactive to April 1, 2012.

Moved: Joanne Pezzano. Seconded Mariano Tulipano. Carried.

10. Open Session

11. Correspondence

a. Correspondence Received (information only)

1. City Clerk – Street Closure Approval – May Sidewalk Sale
2. Police Services Board – Parade Permit Special Olympics Torch Run – May 3, 2012
3. City of Orillia Treasury Dept – Monthly Budget Statements
4. Mayor's Office – Mariposa Gymnastics Tag Days – Sept 7 & 8th 2012
5. Mayor's Office – OSMH Volunteer Service Tag Days – July 20 & 21, 2012

Motion 5: To receive correspondence 11a as informational. Moved: Mariano Tulipano, Seconded. Joanne Pezzano. Carried. Note: OPP may be required to conduct road closures in the future.

Motion 6: To receive correspondence as informational. Moved Mariano Tulipano. Seconded: Joanne Pezzano. Carried.

b. Correspondence Received

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1. Orillia Today – Discover Orillia Advertisement
2. **United Civic Memorial and Decoration Committee – Participation at service – June 24, 2012**
Action: Send out eblast to merchants about the service.
3. **Bob Willsey – Re City Clerk’s report to Council concerning DOMB –**
Action: Send letter to Mr. Willsey advising him staff have been directed to work on the report. Staff will report back at June meeting on the progress of the report as well as a timeline for completion.
4. GIT Security – Alarm System –

Motion 6 THAT staff be directed to have G.I.T. Security System activate the alarm system for the Downtown Orillia Management Board office at a cost of \$25 per month. Moved: Mariano Tulipano, Seconded Nick Raseta. Carried.

Additional Action: explore offsite computer back up options.

5. Starry Night 2012 – Request for Street Closure -

Motion 7 : That the DMB close the street for Starry Night on August 25. (7-11pm) Moved: Councillor Kehoe, Seconded: Joanne Pezzano. Carried.

6. Peter Street Art District – re Saturday Art Market’s

Motion 8: THAT the Downtown Orillia Management Board approves the use of sidewalks on Peter Street south between Mississaga and Colborne for the Art Walk. The walk will take place the second Saturday of each month from 9am to 1pm. Moved: Mariano Tulipano. Seconded: Nick Raseta. Carried.

12. Reports

- a. Financial Report – to approve financials dated prior to May 15, 2012.

Motion 9: THAT the board approve the financials dated prior to May 15/2012. Moved: Mariano Tulipano. Seconded: Joanne Pezzano. Carried.

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- b. Event Working Group – verbal. Planning for the event is coming along well. Planning a ball hockey photo-op. Councillor Kehoe has agreed to the photo-op, need to secure someone for Merchants team.
- c. Parking Advisory Committee - We still need a rep for the board, the committee also needs a member at large. Action: extend an invitation to Chris Marsh, report back at next board meeting.
- d. Transit Committee - Need a rep. Downtown terminal up for discussion. Where does the board want the buses? Peter Street? One BIA member has expressed interest. Action: Staff will confirm interest and report back with at the next meeting.
- e. **Marketing and Communications Working Group** – Summer Marketing Campaign – Staff Report

Motion10: THAT the board approved the Summer Marketing buy at a cost of \$28,741.68. Plan as presented. Moved: Mariano Tulipano. Seconded: Nick Raseta. Carried.

Action: Set up meeting with Krista Storey to discuss cross marketing promotion with summer theatre.

- f. Farmers' Market Ad Hoc Committee –*Action: Send a letter to clerk's department cc'd to Farmers Market expressing our interest in using the space for downtown events in the future.*
- g. Streets Alive! Working Group – Dianne will stay on as chair
Motion 11: THAT the DMB purchase a Leacock Chair at the cost of \$1750.00 in support of Streets Alive! Moved: Mariano Tulipano. Seconded: Councillor Patrick Kehoe. Carried.
- h. Downtown Orillia Parking- No report.
- i. Downtown Orillia Office Relocation – Budget as presented.
- j. Façade Improvement – No Applicants at this time for approval.

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- k. Special Meeting Notice- Procedure of advising members of special meetings via email. Action: Add to policy and procedures, check with clerk department as to whether emailing members notice is permitted.
- l. Signing Authorities – Motion 12: THAT Joanne Pezzano, Mariano Tulipano and Sarah Valiquette be appointed as signing authorities. Moved: Councillor Linda Murray. Seconded Joanne Pezzano. Carried.
- m. Way-finding Signage Report – Motion 13: To write a letter asking Council to approve an exemption to policy 2.6.2.1 (TODS) . AND THAT on approval THAT the Downtown Orillia Management Board agrees to purchase 35 “follow the sun” signs at a cost not to exceed \$1000 plus the cost of installation. Moved: Joanne Pezzano. Seconded: Nick Raseta. Carried.
- n. Tourism Marketing Partnership – Motion 14: THAT the Downtown Orillia Management Board agrees to invest \$5500.00 as a partner in the Orillia Tourism Co-op. Moved: Mariano Tulipano. Seconded Joanne Pezzano. Carried.
- o. Beatles 2012 – *Action: Request detailed sponsorship package outlining what the downtown would receive for the sponsorship*
- p. Zephyr Art Gallery – Request for Financial Assistance re Marketing of ‘Art District’ – (from April 2012 Agenda) No report.
- q. Police Services Board – Invitation from Rick Fraracci, PSB Chair to DOMB to make deputation to PSB in June 2012 – *Action: Survey the members as to their concerns, via email. All concerns will be presented to the meeting.*
- r. Regular Meeting Dates – Motion16: THAT the Downtown Orillia Management Board hold all future regular Board meetings on the second Wednesday of each month at 6:00pm. Moved: Mariano Tulipano. Seconded: Councillor Linda Murray. Carried.
Action: Send email with the new dates to the board members, merchants etc..
- s. Discount Card –Motion15: THAT the Downtown Orillia Management Board direct staff to investigate the interest of the membership and cost associated to producing a Discount Card that would be available for purchase by Downtown

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Visitors. Moved Joanne Pezzano. Seconded Councillor Linda Murray.
Carried.

- t. Summer Students - Motion 16: THAT the Downtown Orillia Management Board approve the hiring of a summer student at a cost not to exceed \$3000. The Downtown Orillia Management Board has been approved for a grant in the amount of \$2870 from the Canada Summer Jobs program which covers approximately half the wages. Moved: Joanne Pezzano. Seconded Nick Raseta. Carried.
- u. Street Banners – Action: Staff to explore the cost of having event banners on the street poles. Report back at June meeting.

13. Deputation Motions
None

14. Date of Next Meeting — June 13, 2012 - 6:00 p.m. –DOMB Board Room – 33 Mississaga Street West.

15. Adjournment