

# **DOWNTOWN ORILLIA MANAGEMENT BOARD**

## **MINUTES**

June 13, 2012 – 6:00 pm  
in the DOMB Board Room  
33 Mississaga St. W.

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

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

- 1. Open Session**
- 2. Chair**
- 3. Call to Order- 606pm**
- 4. Approval of Agenda- carried**
- 5. Disclosure of Interest – Councillor Kehoe declared on Askett building – Associates with the business owner**
- 6. Deputations**
  - 6.1** Shop Orillia – Brenda Murdoch, Samantha Labbee  
ShopCity.com – Marketing Proposal
- 7. Minutes**
- 8. Closed Session (not applicable)**
  - a. Motion to move into Closed Session
  - b. Closed Session Items
  - c. Motion to rise and report to Open Session
- 9. Motions arising from Closed Session Discussions (not applicable)**
- 10. Open Session (not applicable)**
- 11. Correspondence**
  - a. Correspondence Received (information only)**
    1. Treasury Dept. – Budget Report
    2. Treasury Dept. – Detailed Trial Balance

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3. City Clerk – Resignation of DMB Board Members and By-Election
4. Kristine Preston, Police Services Board – DOMB Deputation- *Staff Direction: Request members comments to be included in deputation.*
5. Mayor's Office – OSMH Volunteer Services Tag Days – Sept 21 & 22/12

**MOTION #1: To receive correspondence 11a) 1-5 as informational.  
Moved: Helen DiPardo, Seconded: Nick Raseta . Carried.**

#### b. Correspondence Received

1. Orillia Shrine Club – 22<sup>nd</sup> Annual Golf Tournament – *Staff Direction: Send email blast to members and sponsor a hole at a cost of \$100.00*
2. Leanore Wiancko – Benches *Staff Direction: respond to inquiry, prepare report exploring options for bench replacement and/or refurbishing. Report back in July.*
3. Chuck Burton, Kiwanis Club of Orillia – Proposal to Use Parking Meter Money during the month of December – *Staff Direction: send a letter Mr. Burton to encourage Chuck to speak parking advisory.*
4. Councillor Kehoe – West Street Makes Sense Booth – *Direction: Check the city policy. Send out a survey to BIA members after Leacock Sidewalk Sale. Draft survey will be presented to the July board meeting.*
5. Judy McLaughlin – Mississaga Street Mania –  
**MOTION#2: THAT the DMB return ½ the sponsorship dollars to the sponsors. (\$7.50 each). Moved: Mariano Tulipano, Seconded: Joanne Pezzano. Carried.**
6. Brock Weir – Lifestyles Magazine – Advertising Proposal –  
**MOTION #3: THAT DMB purchase a banner in Lifestyles Magazine @ a cost of \$350.00. Opera House Page. Moved: Nick Raseta, Seconded: Helen DiPardo. Carried.**
7. Isabella Eisemann, Flawless Boutique – Askett Building – Councillor Kehoe declared an interest. The secretary noted she received correspondence from the sender, via email, requesting this letter and request be withdrawn.

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### 12. Reports

a. Financial Report -

**MOTION #4: THAT Downtown Orillia Management Board pay all financials dated prior to June 13, 2012. Moved: Mariano Tulipano, Seconded Councillor Patrick Kehoe. Carried.**

b. Event Working Group – May Sidewalk Sale Wrap Up, Transfer surplus funds to Leacock Sidewalk Sale Budget. *Staff Direction: Ask Leacock Home to see if they have anyone who is willing to walk around sale in full costume.*

**MOTION# 5: THAT the surplus funds in the amount of \$646.16 from the May Sidewalk Sale budget be transferred to the Leacock Sidewalk Sale Budget to be used to animate the street. Moved: Nick Raseta Seconded: Joanne Pezzano. Carried.**

**MOTION # 6: THAT the Downtown Orillia Management Board increase the 2012 Leacock Sidewalk Sale budget in the amount of \$2000.00 to be used for entertainment placed at the end of the street. Moved: Helen DiPardo. Seconded: Joanne Pezzano. Carried.**

c. Parking Advisory Committee – *Staff Direction: Send a letter to Bob Willsey requesting he serve as member at large.*

d. Transit Committee – Fill Vacancy (one name has come forward)

**MOTION # 7: THAT the Downtown Orillia Management Board recommend to Orillia City Council that it appoint Bob Vickery as the BIA representative on the Transit Advisory Committee to replace Joanne Pezzano, who is no longer able to serve on the committee. Moved: Nick Raseta. Seconded: Helen DiPardo. Carried.**

e. Marketing and Communications Working Group – *Staff Direction: Pass on the Sunshine City Festival Guide book. Councillor Linda Murray will join the working group. Begin scheduling meetings.*

f. Farmers' Market Ad Hoc Committee – Looking at the layout on a Sunday morning so they can figure out logistics at market square and street. The committee will present the final presentation/report to the DMB when it is finished.

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- g. Streets Alive! Working Group – Report Received
- h. Downtown Orillia Parking – All the meters in Lot 7 need replacing.
- i. Façade Improvement

**MOTION # 8: THAT the Downtown Orillia Management Board appoint director Joanne Pezzano to sit on the Façade Improvement Panel replacing outgoing board member Dianne Cipolla**

**And THAT the Downtown Orillia Management Board, as recommended by the Façade Improvement Panel, approve the façade grant application of Say Yes Bridal Gallery at 46 Mississaga Street East in the amount of \$1200.00 which is 40% of the façade improvement quote of \$3000.00. To be paid after the submission of all paid invoices and a picture of the finished improvement to the DMB office.**

**FURTHER THAT the Downtown Orillia Management Board, as recommended by the Façade Improvement Panel, approve the façade SIGN grant application of Say Yes Bridal Gallery at 46 Mississaga Street East in the amount of \$522.00 which is 40% of the lowest sign quote of \$1305.00. To be paid after the submission of all paid invoices and a picture of the finished improvement to the DMB office. Moved: Nick Raseta. Seconded; Councillor Patrick Kehoe. Carried.**

- j. Summer Student – Parking Angels Program –  
**MOTION 9: THAT the DMB hire a part-time student at minimum wage to administer the Parking Angel Program. At a cost not exceeding \$ 700.00. Moved: Mariano Tulipano. Seconded: Joanne Pezzano. Carried.**
- k. Bicycle Rack: *Staff Direction: Report back to a future meeting with costs and who pays for them.*
- l. Downtown Recreation Facilities –*Staff Direction: Draft a letter from the board indicating our desire to have any development including recreational facilities developed as close to possible to the downtown core.*

DMB/BIA Insurance –

**MOTION #10 THAT the Downtown Orillia Management Board as directed by the City of Orillia, obtains the following insurance for Commercial**

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**General Liability with a \$5,000,000 limit and Directors and Officers Liability for the Board, Employee Fidelity Coverage for theft of money and coverage for contents and equipment. Staff be authorized to enter into a contract with the Insurance Provider with the lowest bid. Moved: Councillor Patrick Kehoe. Seconded: Mariano Tulipano. Carried.**

- m. Street Banners - Report received. Look into more options that are more reasonable.
- n. Air Conditioner & Office Furniture - \*please note air conditioning item not applicable  
**MOTION #11: THAT the office staff be authorized to purchase two desks at a total cost of \$500.00 from a closing business. Moved: Mariano Tulipano. Seconded: Councillor Patrick Kehoe. Carried.**
- o. Code of Conduct – *Staff Direction: Include the City Policy in the DMB policy manual.*
- p. Parking Ticket Policy – re expired meters – *Staff Direction: Report back to July meeting How much money does this cost? Which budget does it come from?*
- q. E-blast Communication – *Staff Direction: Add unsubscribe option to email. Members list should be blind cc'd. Add to Policy and Procedures manual.*

### 13. Deputation Motions

Shop Orillia- *Defer to next meeting.*

**14. Date of Next Meeting** – July 11, 2012 - 6:00 p.m. –DOMB Board Room

**15. Adjournment** – 9pm Carried.