

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL MEETING
MINUTES**

November 28, 2012 – 6:00 pm
in the DOMB Board Room
33 Mississaga St. W.

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

Present: Chair Sarah Valiquette-Thompson, Joanne Pezzano, Susan Willsey, Helen DiPardo, Councillor Patrick Kehoe, Mariano Tulipano, Bob Willsey

Absent: Councillor Linda Murray, Nick Raseta

Also Present: Lisa Thomson-Roop, Laura Lee

- 1. Open Session**
- 2. Chair – Sarah Valiquette-Thompson**
- 3. Call to Order – 6:05pm**
- 4. Approval of Agenda - Carried**
- 5. Disclosure of Interest**
- 6. Deputations**
- 7. Minutes**
- 8. Closed Session**
 - a. Motion to move into Closed Session**

Motion 1:

Moved: Mariano Tulipano

Seconded: Helen DiPardo

“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) (b) of the said Act (Personal Matters).”

Carried.

- b. Closed Session Items**

Personal re: Board Member
- c. Motion to rise and report to Open Session**

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Motion 2:

Moved: Joanne Pezanno

Seconded: Mariano Tulipano

“To rise and report to open session.”

Carried.

9. Open Session

10. Motions arising from Closed Session Discussions

Motion 3:

Moved: Joanne Pezzano

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board proceed with option A of the Closed Session Report dated November 28, 2012.

AND THAT staff be directed to proceed with a letter.”

Carried.

11. Correspondence – Information Items

12. Correspondence – Action Items

13. Reports

a. Financial Report

Motion 4:

Moved: Mariano Tulipano

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board pay the financials dated prior to November 28, 2012.”

Carried.

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b. Recreation Facility

Motion 5:

Moved: Bob Willsey

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board is interested in forming a partnership with West Street Makes Sense and other user groups to explore options and gather further information.”

Carried.

Action: Chair to contact Greg at Mady Corporation to let Mady know we are interested in hearing more about their plans, perhaps set up a meeting with board and other groups. Chair given direction to speak on behalf of the board in support of 174 West Street South. Make a formal request to Steve Clarke and West Street Make Sense and see if the Downtown can form a strategic alliance with this group and others. Send a formal letter to West Street Sense.

c. Policy and Procedures – Manual for Approval

Laura Lee was in attendance to answer any questions and concerns.

*Please note a motion stands from the Meeting of November 14, 2012

Motion 6:

Moved: Bob Willsey

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board adopt the Policy and Procedures Manual as presented.”

Carried.

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d. Director

Motion 7:

Moved: Bob Willsey

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board recommend to Orillia City Council that it appoint Ron Spencer of Velocity Cycle and Ski to the Downtown Orillia Management Board to replace Joanne Pezzano and Eric Cathcart from Investors Group to replace our member at large, Councillor Kehoe for the term ending in November 2014.”

Carried.

e. Personnel – Office Staffing

Motion 8:

Moved: Bob Willsey

Seconded: Helen DiPardo

“THAT the Downtown Orillia Management Board strike a hiring working group consisting of the Manager Lisa Thomson-Roop and the following board members:

Bob Willsey

Mariano Tulipano

Sarah Valiquette

AND THAT the hiring working group is authorized to offer employment to the best candidate based on the job description at the compensation level outlined in the office staffing report.

AND THAT the position of Marketing Co-ordinator/Office Assistant be part-time on a trial basis to be re-assessed in March 2013.”

Carried.

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f. OMAH – Office Space Request

Motion 9:

Moved: Susan Willsey

Seconded: Bob Willsey

“THAT the Downtown Orillia Management Board rent a desk to OMAH for the months of December to April for a fee of \$0.00 per month.

AND THAT all improvements required for the accommodation be covered by OMAH and consumables.”

Carried.

g. Winter Carnival –Downtown Tie In

Motion 10:

Moved: Joanne Pezzano

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board receive the Winter Carnival Report as informational.

AND THAT staff be directed to work with the carnival for other opportunities for the Downtown to tie in with the Winter Carnival.”

Carried.

Direction: Send report to Events Working Group to discuss tie-ins and possibly the slide down Mississaga Street E.

h. Downtown Tomorrow- Comment on Priorities

Direction: Send comment with following priorities to Ian Sugden, Director of Planning and Development.

- 1. Hire a Manager of Downtown Development*
- 2. Design, Build and Install New Directional Signs & Update Orillia's Branding and Identity*
- 3. Relocate the Farmers' Market to Market Square*

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- 4. *Streetscape Upgrades and Beautification Plan*
- 5. *Prepare a Community Improvement Plan*
- 6. *Adopt the Heritage Conservation District Plan*

- i. Signing Authorities – Change
Direction: Postpone until January as new Executive Committee will be the designated signing authorities, as per policy.
- j. Festival of Banners
No Action
- k. Parking Advisory Committee
Budget was passed.
Lot 11 is going to be paved and lit.
- l. Farmers' Market Ad Hoc Committee -
One meeting in December, should have more information at the next meeting.
- m. Heritage Designation

Motion 11:

Moved: Bob Willsey

Seconded: Mariano Tulipano

“THAT the Downtown Orillia Management Board supports the creation of a 5 person committee to assist the client and the city in vetting any applications for permits located in the new Downtown Heritage Conservation Designated area.

AND THAT the proposed committee consists of the following:

1 Planning Department member

1 BIA employee

2 BIA members

1 current Heritage Committee representative”

Carried.

- n. Transit Committee –
Direction: Speak to Bob Vickery and indicate the DMB position on the bus

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terminal is that is must be located in Downtown Orillia.

o. Website-

Direction: Board members and staff to email board the best of sites from website designers. Discuss further at January meeting.

p. Streets Alive!

Direction: Susan Willsey to speak with Leslie Fournier to explore ideas of somehow securing a letter for the downtown with the sponsorship.

q. Façade Improvement – No report

r. Chamber Update –

Successful summer the new docks. Revenues were up as were expenses, but successful overall.

Elected new members including Sarah Valiquette-Thompson.

Motion 12:

Moved: Mariano Tulipano

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board sponsor a Chamber of Commerce Business Achievement Award at a cost of \$200.00, to be funded from the 2013 Community Event Sponsorship Account.”

Carried.

s. Lakehead- No report

14. Deputation Motions

15. Date of Next Meeting — January 8, 2013 6:00 p.m. –DOMB Board Room

16. Adjournment- 8:45pm