

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
BOARD MEETING**

**MINUTES**

Wednesday, April 18, 2012 – 6:00 P.M.  
DOMB Board Room  
33 Mississauga St. W. Orillia, ON

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**Present:** Sarah Valiquette, Chair, Dianne Cipolla, Joanne Pezzano, Helen DiPardo, Nick Raseta, Ed Nevala, Councillor Linda Murray, Councillor Patrick Kehoe,

**Also Present:** Lisa Thomson-Roop, Jodie Wilson

**Absent:** Mariano Tulipano

**1. Open session**

**2. Chair – Sarah Valiquette**

**3. Call to Order –** The meeting was called to order at 6:10 pm

**4. Approval of Agenda -** Approved

**5. Disclosure of Interest -** Nick Raseta – re Moe’s Tap and Wings Patio Application

**6. Deputations**

5.1 Darcy Hoover, Culture & Heritage – Tourism/Marketing Partnership

5.2 Darcy Hoover, Culture & Heritage - Beatles Festival

**7. Minutes –** March 21, 2012 - Approved

**8. Closed Session**

a. Motion to move into Closed Session

**Motion 1 – Moved by Joanne Pezzano, Seconded by Dianne Cipolla, 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). CARRIED**

**Motion 2 – Moved by Nick Raseta, Seconded by Helen DiPardo, THAT Janet Nyhof, Deputy Clerk, be appointed as Recording Secretary for the purpose of a Closed Session item “Employee Contract Discussions” for**

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**a portion of the Closed Session at the Downtown Orillia Management Board meeting on April 18, 2012. CARRIED.**

b. Closed Session Items

Personnel re: Contract Negotiations

c. Motion to rise and report to Open Session

**Motion 3 – Moved by Dianne Cipolla, Seconded by Nick Raseta THAT the Downtown Orillia Management Board come out of Closed Session. CARRIED**

**9. Open Session**

**10. Motions arising from Closed Session Discussions**

**Motion 4 – Moved by Nick Raseta, Seconded by Helen DiPardo TO extend Lisa Thomson-Roop's and Jodie Wilson's contract by six months. A wage review will take place at that time at the October Meeting. CARRIED.**

**11. Correspondence**

**a. Correspondence Received (information only)**

1. Mayor's Office – Tag Days – Information Orillia – June 15 & 16, 2012
2. Mayor's Office – Tag Days – Orillia Figure Skating Club – May 25 & 26, 2012
3. Police Services Board – Parade Permit – March 24, 2012 – West Street Makes Sense
4. Canadian Wildlife Federation – Info on various programs
5. Mayor's Office – Tag Days – OSPCA – June 8 & 9, 2012

**Motion 5: Moved by Joanne Pezzano, Seconded by Helen DiPardo THAT the Downtown Orillia Management Board accept Section 11(a) Correspondence as information. CARRIED.**

**b. Correspondence Received**

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1. Alisa Sears, Zephyr Art Gallery – re previous request for financial assistance re marketing of 'Art District' *Action: Contact Ms. Sears to discuss the cost of banners as well to inform them of Charrette process.*
2. S. Crawford, Legislative Services – Sidewalk Patio – Moe's Tap & Wings - **Motion 6 – Moved by Dianne Cipolla, Seconded by Joanne Pezzano THAT the Downtown Orillia Management Board supports the sidewalk patio application of Moe's Tap & Wings. CARRIED.**
3. Association of Municipalities of Ontario – Training Sessions - **Motion 7 – Moved by Helen DiPardo, Seconded by Joanne Pezzano THAT the Downtown Orillia Management Board recommends sending the following (Lisa Thomson-Roop) to the Association of Municipalities of Ontario training session in Orillia at a cost of \$350 plus HST. CARRIED.**
4. Ellen Cohen – Mariposa Folk Festival – **Motion 8 – Moved by Nick Raseta, Seconded by Patrick Kehoe THAT the Downtown Orillia Management Board support the Mariposa Folk Festival with a banner ad in the program at a cost of \$800. CARRIED.**
5. Chamber of Commerce – Sign/Banner Sponsorship Program - No action.
6. Chamber of Commerce – Port Pouch 2012 - **Motion 9 – Moved by Dianne Cipolla, Seconded by Helen DiPardo THAT the Downtown Orillia Management Board provide 500 \$5 Downtown Dollars to be included in the Port Pouch. CARRIED.**
7. Ed Nevala – Resignation from the Board –Deferred until Policy and Procedures are presented to Board.
8. L. Whiston, OMAH – Sir Sam Steele Festival - Approve the use of the DOMB barricades for their event.
9. Local Directory Outdoor Advertising – Advertising Proposal – No action.
10. L. Whiston, B. Lawlor-MacDonald – OMAH – Festival of Banners – request for sponsorship – **Motion 10 – Moved by Nick Raseta, Seconded by Ed Nevala THAT the Downtown Orillia Management Board agree to**

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**sponsor the Festival of Banners in the amount of \$1,000 as well as help with installation. CARRIED.**

11. Roulston Sales – Exploring Orillia 2012 – Advertising Proposal – No action.

12. City of Orillia – Customer Incident Report – Received as informational.

13. Wendy Timpano, GM, CDC – Regional Professional Development program  
– *Action: Staff to forward information to BIA members.*

14. OMAFRA – First Impressions Community Exchange Program – **Motion 11 – Moved by Helen DiPardo, Seconded by Joanne Pezzano THAT the Downtown Orillia Management Board wishes to participate in the First Impressions Program through OMAFRA. CARRIED.**

15. City of Orillia – Budget Statement – Received as Informational. *Action: Request Jim Lang, Deputy Treasurer to expand the statement by adding a column for 'Previous Year'.*

16. Adam Dagenais – 2012 Downtown Brochure – **Motion 12 – Moved by Councillor Patrick Kehoe, Seconded by Joanne Pezzano THAT the Downtown Orillia Management Board agrees to purchase 25,000 updated 2012 downtown directory map brochures at a cost not to exceed \$3,000. CARRIED.**

17. S. Crawford, Legislative Services – Sidewalk Patio – Brewery Bay – **Motion 13 – Moved by Dianne Cipolla, Seconded by Nick Raseta THAT the Downtown Orillia Management Board approves the Patio application for Brewery Bay Brew Pub. CARRIED.**

**12. Reports**

- a. Financial Report – **Motion 14 – Moved by Dianne Cipolla, Seconded by Nick Raseta to approve the financials for the period ending April 18, 2012. CARRIED.**
- b. Event Working Group – Mississauga Street Mania plans proceeding well. Craz-E Crew BMX Show, 2<sup>nd</sup> Annual Ball Hockey Tournament, buskers and vendors.
- c. Parking Advisory Committee - No report.

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- d. Transit Committee – List of BIA Members expressing interest in committee.
- e. Marketing and Communications Working Group – No report
- f. Downtown Revitalization Advisory Working Group – No report
- g. Farmers' Market Ad Hoc Committee – No report
- h. Personnel Working Group – No report
- i. Streets Alive! Working Group – Progressing. Most chairs have been sponsored.
- j. Downtown Orillia Parking – No report
- k. Downtown Orillia Office Relocation – Move went well. Still need to finish kitchen. Presented budget.
- l. Façade Improvement – **Motion 15 – Moved by Dianne Cipolla, Seconded by Nick Raseta THAT the Downtown Orillia Management Board approve the sign grant application for Hambly Optical in the amount of \$854 paid in three installments over two years. CARRIED.**
- Motion 16 – Moved by Dianne Cipolla, Seconded by Nick Raseta THAT the Downtown Orillia Management Board approve the façade grant for Just Elaine's in the amount of \$5,000. CARRIED.**
- m. Signing Authority – Deferred
- n. Recognition Fund Policy – Deferred
- o. Personnel Policy – Deferred
- p. Police Services Board – Invitation from Rick Fraracci, PSB Chair for DOMB to make deputation to PSB in June - Deferred
- q. Projector - Deferred

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- r. Policy and Procedures Working Group - *Action: Call Special Meeting with document is completed.*
- s. Board Composition - **Motion 17 – Moved by Dianne Cipolla, Seconded by Nick Raseta THAT the Board reconsider the following motion from it's meeting held on January 31, 2012 regarding Board Composition. "That Council Committee be advised that the Downtown Orillia Management Board be increased by 2 BIA members, consisting of eight (8) BIA members, 2 Council members and/or one member at large. CARRIED.**
- t. **Motion 18 - Moved by Helen DiPardo, Seconded by Dianne Cipolla THAT Council Committee be advised that the Downtown Orillia Management Board recommends the Board be increased by 2 BIA members, consisting of eight (8) BIA members, 2 Council members and/or one member at large. LOST.**
- u. Regular Meeting Dates - Deferred
- v. Heritage Report – Carl Bray – Deferred
- w. Way-Finding Signage - Deferred
- x. Discount Card - Deferred
- y. Casino Rama Committee re: New Toronto Casino – received as informational.

**13. Deputation Motions – Beatles - deferred**

**14. Date of Next Meeting** — May 16, 2012 - 6:00 p.m. – DOMB Board Room - 33 Mississauga Street West

**15. Adjournment**

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### FINANCIALS

1	Invoice From	Amount	Notes	Date	Account	Invoice	P/O Num
2	Orillia Power	\$ 518.81	electricity	Mar-12	electricity	n/a	n/a
3	Home Hardware	\$ 16.59	drywall compound	Mar 30/12	relocation	225519	35722
4	Home Hardware	\$ 213.60	paint, supplies	Mar 22/12	relocation	35721	
5	Home Hardware	\$ 34.08	paint, supplies	Mar 15/12	relocation	35720	
6	Home Hardware	\$ 400.75	reno supplies	Mar 22/12	relocation	35719	
7	Joe Watt	\$ 45.20	trophies	Mar 20/12	Harvest Fest	35718	
8	Bell Cell Phone	\$ 57.07	cell phones	Feb-12	telephone	na	
9	Beckoning Investments	\$ 921.51	final rent	Mar 29/12	Rent	35717	
10	Rogers	\$ 159.21	internet	Mar 11/12	internet	35694	
11	Effigy Design	\$ 140.12	Easter Ads	Mar 30/12	Easter Promo	35716	
12	Orillia Power	\$ 166.64	Hydro for Office	Apr 22/12	electricity	na	
13	Metro	\$ 48.78	Board Meeting food	Jan 31/12	Board Exp	Mastercard	
14	GFI Software	\$ 62.90	computer virus	Feb 2/12	office supplies	Mastercard	
15	Constant Contact	\$ 365.01	Email software	Feb 9/12	office supplies	Mastercard	
16	Remax	\$ 1,130.00	rent deposit	Feb 13/12	Moving Exp	Mastercard	
17	Metro	\$ 58.79	Board Meeting food	Feb 15/12	Board Exp	Mastercard	
18	Manticore	\$ 23.05	Roberts Rules of Order	Feb 16/12	office supplies	Mastercard	
19	Quaker Oaks	\$ 76.72	Membership Meeting	Feb 29/12	Annual Meeting	Mastercard	
20	Metro	\$ 99.25	Membership Meeting	Feb 29/12	Annual Meeting	Mastercard	
21	Pizza Pizza	\$ 40.29	Board Meeting food	Mar 6/12	Board Exp	Mastercard	
22	Canada Post	\$ 10.87	Mailing brochures to Brechin	Mar 8/12	Postage	Mastercard	
23	Mariposa Market	\$ 26.03	Board Meeting food	Mar 21/12	Board Exp	Mastercard	
24	Oriental Trading Co.	\$ 55.43	Easter Eggs	Mar 14/12	Easter Promo	Mastercard	
25	Home Hardware	\$ 48.40	reno supplies	Apr 7/12	relocation	230907	35723
26	Old Auto	\$ 81.31	Car show ad	Mar 21/12	Car show	40270	35724
27	Metroland	\$ 2,558.32	Best Tourist Destination Ad	Mar 25/12	Institutional Ad	221997	35725
28	TOTAL	\$ 7,358.73					