

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
BOARD MEETING**

**MINUTES**

March 21, 2012 – 6:00 P.M.  
in the Tudhope McIntyre Board Room  
Orillia City Centre

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Present: Sarah Valiquette (Chair), Ed Nevala, Helen DiPardo, Joanne Pezzano, Mariano Tulipano, Nick Raseta, Dianne Cipolla, Councilor Linda Murray

Also Present: Lisa Thomson-Roop, Jodie Wilson, Janet Nyhof (Deputy City Clerk)

Absent: Councilor Patrick Kehoe

Open Session

**1. Chair**

**2. Call to Order** – The meeting was called to order at 6:05 pm.

**3. Approval of Agenda - CARRIED**

**4. Disclosure of Interest - None declared**

**5. Deputations**

5.1 Darcy Hoover, Culture & Heritage – re: Summer Theatre Presentation/Sponsorship Request

5.2 City Clerk's Department – re Procedures, Code of Conduct, Provincial Legislation, Accessibility

**6. Minutes** – February 3, 2012 (Special Board Meeting); February 15, 2012 (Board Meeting); February 21, 2012 (Special Board Meeting), March 6, 2012 (Special Board Meeting) - Approved

**7. Closed Session**

a. Motion to move into Closed Session

**Motion 1 - Moved by Joanne Pezzano, Seconded by 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 Tudhope McIntyre Room, Orillia City Centre to deal with matters pursuant to Section 239(2) (d) of the said Act (Personnel Matters). CARRIED.**

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**Motion 2 – Moved by Joanne Pezzano, Seconded by Helen DiPardo THAT Janet Nyhof, Deputy Clerk, be appointed as Recording Secretary for the purpose of Closed Session item “Employee Contract Discussions” at the Downtown Orillia Management Board meeting on March 21, 2012. CARRIED.**

b. Closed Session Items

Personnel - Employee Contract Discussions

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.**

**8. Open Session**

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

The Board agreed to defer discussions regarding the employee contracts to the regular Board meeting in April. *Action: DOMB Manager to do employee performance appraisals.*

**10. Correspondence**

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

- 10.1 Mayor's Office – Tag Day – Navy League, Apr. 27 & 28, 2012 and Oct 12 & 13, 2012
- 10.2 Connie Barnes, Parking Advisory – Parking Signage/Parking Passes
- 10.3 Mayor's Office – Tag Day – North Central Predators AAA Minor Peewee Hockey – Aug 17 & 18, 2012
- 10.4 Mayor's Office – Tag Day – Ramara Youth Soccer – Feb 24 & 25, 2012
- 10.5 Clerk's Dept – Chuck Burton, Kiwanis, December Parking Revenue
- 10.6 Clerk's Dept – Georgian College – Parking with a Purpose
- 10.7 Deputy Clerk – Charity Parking Proposals – Informational
- 10.8 City Clerk – Parking Limits and Rates

**Motion 4 – Moved by Dianne Cipolla, Seconded by Nick Raseta to accept 10(a) correspondence as informational. CARRIED.**

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**b. Correspondence Received**

- 10.1 City Clerk – Working Group vs. Sub-Committee – Received as informational.
- 10.2 Dept. of Planning & Development – Zoning By-law Amendment re 1 Colborne St. West – Received as informational.
- 10.3 Dept. of Planning & Development – Zoning By-law Amendment re 79 West St. S. – Received as informational.
- 10.4 Andrew Martin – Connecting with a Younger Voice for the Downtown – Refer to Marketing & Communications Working Group for further exploration. *Action: Write letter to Andrew Martin requesting him to take part in future discussions.*
- 10.5 Orillia ProNet – Downtown Orillia Website – *Action – Direct staff to investigate pricing of maintaining the DOMB Website through the office*
- 10.6 Dan Landry, EDC – Tourism Marketing Co-operative – *Action: Request Mr. Landry to make a deputation to the Board at the April Board meeting.*
- 10.7 Pete Bowen – Orillia Beatles Celebration – Need more information. Board will hear more about plans at the April Board meeting.
- 10.8 Heart & Stroke Foundation – Register a Team for Big Bike Ride – *Action: Invite merchants to either participate or sponsor a rider for the Heart and Stroke Big Bike Ride.*
- 10.9 Beyond City Lights – Regional Tourism Conference – April 19, 2012 – **Motion 5 – Moved by Dianne Cipolla, Seconded by Nick Raseta that the Downtown Orillia Management Board agrees to send the following individual(s) to the ‘Beyond City Lights Regional Tourism Conference’ at a cost of \$50 per person – Lisa, Jodie. CARRIED.**
- 10.10 Deputy Clerk – Transit Advisory Committee Representative – *Action – Staff to put call out to membership to see if there is interest in this Committee.*

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10.11 Public Works – Transportation Master Plan Update – Received as informational.

**11. Reports**

- a. Financial Report – Payables from February 15 – March 21, 2012 – **Motion 6 – Moved by Mariano Tulipano, Seconded by Nick Raseta To pay the financials dated prior to March 21, 2012. CARRIED.**
- b. Event Working Group – *Action – Staff to put a call out to membership to assist with planning/volunteering with 2012 events. Next meeting – Thursday March 29, 2012.*
- c. Parking Advisory Committee - No report
- d. Transit Committee – No report
- e. Marketing and Communications Working Group – **Motion 7 – Moved by Nick Raseta, Seconded by Mariano Tulipano That the Downtown Orillia Management Board agrees to sponsor the Orillia Opera House summer theatre program in the amount of \$2,500 as a Platinum Sponsor. CARRIED.**
- f. Downtown Revitalization Advisory Working Group – No report.
- g. Farmers' Market Ad Hoc Committee – No report.
- h. Personnel Working Group (Personnel Policy) – Deferred
- i. Streets Alive! Working Group – Sold 50 chairs to this point. The launch will be held in the Library courtyard this year; no street closure. Date of launch is Saturday, June 23, 2012.
- j. Downtown Orillia Parking – Staff reported on the number of tickets that have come in to the office to be written off .. 86 as of meeting date in 2012, compared to 46 for the same time period in 2011.
- k. Downtown Orillia Office Relocation – **Motion 8 – Moved by Mariano Tulipano, Seconded by Dianne Cipolla That the Downtown Orillia**

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**Management Board approves a budget of \$2,500 to complete the relocation of the new office. CARRIED.**

- l. **Snowmen – Moved by Ed Nevala, Seconded by Joanne Pezzano, That the Downtown Orillia Management Board direct staff to find a home for the Snowmen that have been used as Christmas decoration in years past. CARRIED.**
- m. Façade Improvement – No report.
- n. Way-finding Signage – Deferred to next meeting.
- o. Discount Card – Deferred until after next Event Working Group Meeting.
- p. Projector – *Action: Staff directed to look at prices and potential use to report back to Board.*
- q. Policies & Procedures – **Motion 10 – Moved by Dianne Cipolla, Seconded by Nick Raseta That the Downtown Orillia Management Board strike a Working Group to look at Policy and Procedures received from other BIA's with the goal of establishing a new Policy and Procedures Manual for the Downtown Orillia BIA. Ed Nevala will be the Board representative. CARRIED.**
- r. Rules & Guidelines re March 28<sup>th</sup> meeting – Meeting has been cancelled until such time as procedures can be determined.
- s. Grant for Summer Student – Deferred til acknowledgement of Grant is received.

**12. Date of Next Meeting** — Wednesday April 18, 2012 - 6:00 p.m. –DOMB Board Room  
– 33 Mississauga Street West (to be confirmed)

**13. Adjournment**

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### FINANCIALS

| Invoice From             | Amount      | Notes                      | Date      | Account          | Invoice | P/O Num |
|--------------------------|-------------|----------------------------|-----------|------------------|---------|---------|
| Bell Mobility            | \$ 62.99    | Mobile Phones              | Jan-12    | telephone        | n/a     | n/a     |
| Orillia ProNet           | \$ 110.18   | Basic Web Programming      | Feb 17/12 | office materials | 12-1059 | 35703   |
| Co-Op Parking            | \$ 90.00    | Jan-March 2012 - parking   | Feb 10/12 | office materials | 204225  | 35704   |
| Madison County           | \$ 363.14   | Garbage Bags               | Feb 15/12 | Mtce supplies    | 269261  | 35705   |
| Orillia Power            | \$ 980.95   | Hydro                      | various   | electric power   | various | n/a     |
| Home Hardware            | \$ 276.90   | primer/ceiling paint       | Feb 27/12 | moving exp       | 204335  | 35706   |
| Rogers                   | \$ 79.04    | internet                   | Mar 4/12  | office materials | n/a     | 35694   |
| Complete Office Products | \$ 55.94    | photo copy paper           | Feb 28/12 | office materials | 43084   | 35707   |
| City of Orillia          | \$ 152.55   | entrance event panels      | Feb 27/12 | City of Orillia  | 12518   | n/a     |
| Effigy Design            | \$ 128.82   | Ad Designs                 | Mar 6/12  | various          | 374     | 35708   |
| Complete Office Products | \$ 14.72    | Name Badges                | Feb 29/12 | Board Expenses   | 43091   | 35709   |
| Complete Office Products | \$ 21.20    | binder dividers/labels     | Feb 2/12  | office materials | 42997   | 35710   |
| Checkers Entertainment   | \$ 480.25   | face painter               | Mar 8/12  | Easter Promo     | n/a     | 35711   |
| Impression House         | \$ 664.12   | Leacock downtown dollars   | Mar 12/12 | Downtown Dollars | 16737   | 35712   |
| City of Orillia          | \$ 152.55   | 2012 entrance event panels | Feb 27/12 | events           | 12518   | n/a     |
| Home Hardware            | \$ 151.44   | paint                      | Mar 12/12 | moving exp       | 212809  | 35713   |
| Home Hardware            | \$ 6.77     | frame                      | Mar 12/12 | moving exp       | 213813  | 35714   |
|                          |             |                            |           |                  |         |         |
|                          |             |                            |           |                  |         |         |
|                          |             |                            |           |                  |         |         |
|                          |             |                            |           |                  |         |         |
|                          |             |                            |           |                  |         |         |
| TOTAL                    | \$ 3,791.56 |                            |           |                  |         |         |