

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
SPECIAL BOARD MEETING**

**MINUTES**

January 31, 2012 – 6:00 P.M.  
in the  
Couchiching Board Room  
Orillia City Centre

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

**Regrets:** Dianne Cipolla, Ed Nevala, Mariano Tulipano

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

**Open Session**

1. **Chair Election** – Deferred. The Board requested Lisa Thomson-Roop to take the Chair position for this meeting. APPROVED
2. **Call to Order** – The meeting was called to order at 6:10 pm
3. **Approval of Agenda- Approved**
4. **Disclosure of Interest - None declared.**
5. **Deputations**
6. **Minutes-** Board Meeting November 16, 2011, Special Meeting December 6, 2011, Special Meeting December 9, 2011 - Approved. (The Board approved the minutes with an amendment to the December 9, 2011 that it be noted that no motions were passed at the Special Meeting of December 9, 2011.) \*Note that Councillor Kehoe voted to approve the Minutes of the December 9, 2011 Special Meeting only.
7. **Closed Session - Deferred**
  - a. Motion to move into Closed Session

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 Couchiching Board Room, Orillia City Centre to deal with matters pursuant to Section 239(2) (d) of the said Act (Personnel Matters).
  - b. Closed Session Items
    1. Personnel re: Preliminary Employee Contract Discussions
  - c. Motion to rise and report to Open Session

**8. Open Session**

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

**10. Correspondence**

**a. Correspondence Sent**

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

1. Tag Day – Orillia Girls Hockey – Jan 27 & 28<sup>th</sup>, 2012, Mayor's Office
2. Tag Day – 99 Lynx Orillia – Oct 19 & 20, 2012 – Mayor's Office
3. Tag Day – Orillia Youth Opportunities – Sept 14 & 15, 2012 – Mayor's Office
4. Tag Day – Wendat Community Program – Aug 3 & 4, 2012 – Mayor's Office
5. Tag Day – CNIB – May 18 & 19, 2012 – Mayor's Office
6. Tag Day – Alzheimer Society – June 1 & 2, 2012 – Mayor's Office
7. Bob Willsey (Mariposa Market) – Ladies Night
8. City Clerk – Bleeker Ridge S.O.P.
9. City Clerk – Façade Improvement Panel – Thank you M. Madden
10. City Clerk – Licensing Committee
11. Legislative Services – Anti-Graffiti By-law
12. City Clerk – Candlelight Parade & Tree Lighting
13. City Clerk – Letter of Support for OMAH rec'd as informational
14. J. Mattinson (Orillia Power) – sponsorship of Winter Wonderland of Lights
15. Roaring Women – Networking Dinner – Dec 13/11
16. Tim Uren – Roads & Fleet – Smartmeters for BIA Street Light Pole Receptacles
17. City Clerk – Request for Deputation to Council
18. Renewed Health & Wellness Open House Jan 28<sup>th</sup> from 12 – 4 pm @ Unit 2 (upper), 25 Mississauga Street East
19. Mayor's Office – Tag Day Simcoe County MS Society – May 11 & 12/2012
20. Mayor's Office – Tag Day Cancer Society – Mar 30 & 31 and Apr 13 & 14, 2012
21. Mayor's Office – Tag Day Comfie Cat Shelter – Aug 31 & Sept 1, 2012
22. Mayor's Office – Tag Day – Tapp's Performing Arts – Sept 28 & 29, 2012
23. Mayor's Office – Tag Day – Literacy Council – May 4 & 5, 2012
24. Mayor's Office – Tag Day – Scottish Festival – July 13 & 14, 2012

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**Motion 1 – Moved by Councillor Murray, Seconded by Joanne Pezzano That Section 10 (a) and (b), Correspondence Sent and Received be received as informational.  
CARRIED.**

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**c. Correspondence Received**

- 25.** Application for Newspaper Box Licence (from S. Zapple, Municipal Law Enforcement Officer – **Motion 2 – Moved by Helen DiPardo, Seconded by Sarah Valiquette That staff be directed to send a letter to Legislative Services stating the Board does not support the placement of newspaper boxes on the street as newspaper boxes on the street as newspapers are available at several business locations in the BIA. CARRIED.**
26. Clerk's Office – Appointment of Councillor Kehoe to DOMB – No action.
- 27.** Royal Canadian Legion – Sponsorship of Band Competition – **Motion 3 – Moved by Councillor, Seconded by Helen DiPardo That the Downtown Orillia Management Board sponsor the 35<sup>th</sup> Annual Orillia Scottish Festival in the amount of \$180. CARRIED.**
28. City of Orillia – Budget Report – No action.
29. City of Orillia – Detailed Trial Balance – No action.
- 30.** Orillia Power – Request purchase of Downtown Dollars at half price – **Motion 4 – Moved by Helen DiPardo, Seconded by Sarah Valiquette That staff be directed to provide fifty \$10 Downtown Dollars to the Orillia Power Corporation at a cost of \$250. APPROVED. Action: That staff investigate other means of distributing Downtown Dollars.**
- 31.** City Clerk – DOMB – Board Composition – **Motion 5 – Moved by Sarah Valiquette, Seconded by Helen DiPardo, That Council Committee be advised that the Downtown Orillia Management Board recommends the Board be increased by two BIA members, consisting of eight (8) BIA members, 2 Council members and/or one member at large. CARRIED.**
32. City Clerk – Proposed free Christmas parking collection for charity. Deferred. *Action: staff provide Power Point presentation from Georgian College. Action: Invite Shawn Crawford, Chief Municipal Law Enforcement Officer, to give a deputation to Board regarding parking challenges.*

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33. Department of Planning & Development – Downtown/Waterfront Revitalization Plan Project – No action.
34. Treasury Department – Tax Adjustments – No action.
35. Orillia Today – Annual Lake Country Guide – **Motion 6: Moved by Helen DiPardo, Seconded by Nick Raseta That the Downtown Orillia Management Board recommends that staff move forward and place an ad in the Orillia Today's Annual Lake Country Guide at a cost of \$1625.00 plus HST. CARRIED.** *Action: Staff directed to include a tracking feature to determine the viability of the advertisement.*
36. Susan Willsey (Apple Annie's) – Special Meeting December 9, 2011. No Action.
37. City Clerk – Georgian College "Parking with a Purpose". Deferred.
38. City Clerk – Council Committees – Review & Streamlining - Façade Improvement Panel. Deferred.
39. City Clerk – Council Committees – Review & Streamlining – Parking Sub-Committee. **Motion 7 – Moved by Nick Raseta, Seconded by Helen DiPardo That the Downtown Orillia Management Board recommends to Council Committee that the Board would be interested in creating a sub-committee of the Board to consider BIA Parking issues. CARRIED.**
40. Robert Moore – Letter of Support re Youth Outreach. No action.
41. OBIAA Conference. *Action: Request Leslie Fournier to make a presentation to the Board following her attendance at the OBIAA Conference.*
42. City Clerk – Appointment to Parking Advisory Committee. Deferred,
43. Orillia Packet & Times – Advertisement Sale – No action. Missed deadline.
44. Orillia Today – Orillia Perch Festival Director – No action. Missed deadline.

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**45. Joanne Pezzano – resignation from Transit Advisory Committee Motion 8 – Moved by Nick Raseta, Seconded by Helen DiPardo. That the Downtown Orillia Management Board accepts the resignation of Joanne Pezzano from the Transit Advisory Committee and requests staff to advise City Council. CARRIED.**

46. Curious The Tourist Guide – Advertising Information – Referred to Marketing/Communications Working Group.

47. City Clerk – Parking Limits and Rates (Tabled at November 2011 meeting).  
*Action: Survey merchants re parking issues/concerns/fee's.*

48. Ian Sugden, Director of Planning– Downtown / Waterfront Revitalization Plan Project – No Action.

**49. BIA Members – Concerns of Merchants – Motion 9 – Moved by Nick Raseta, Seconded by Helen DiPardo That the Downtown Orillia Management Board support calling a membership meeting with a date to be determined, as soon as possible. CARRIED.**

50. Councillor Murray – Petition re Date of Next Meeting

51. Sarah Valiquette – Date of Next Meeting

52. Councillor Kehoe – Agenda Items – No Action

53. Mariano Tulipano – Date of Next Meeting

54. Councillor Linda Murray – Date of Next Meeting

55. Councillor Kehoe – Date of Next Meeting

56. Mariano Tulipano – An Open Letter

57. Councillor Murray – An Open Letter

58. Mariano Tulipano – Letter to BIA members

59. Sarah Valiquette – Re: The “Open Letter” – No action.

60. Mariano Tulipano – Re: An Open Letter – No action.

61. Mariano Tulipano – The “Open Letter”

**Motion 10 – Moved by Nick Raseta, Seconded by Helen DiPardo, That items 50-61 and the Addendum to the Agenda be received as informational other than Items 52, 59 and 60. CARRIED.**

**62. Chamber of Commerce – Perch Festival Children’s Sponsorship – Motion 11 – Moved by Nick Raseta, Seconded by Helen DiPardo To sponsor**

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**the Children's Category of the Orillia Perch Festival in the amount of \$500 in Downtown Dollars. CARRIED.**

**11. Reports**

- a. Financial Report - **Motion 12 – Moved by Joanne Pezzano, Seconded by Councillor Murray – To pay financials dated prior to January 18, 2012. CARRIED.**
- b. Event Working Group – *Action: 1. To set up a meeting with Working Group to discuss 2012 events. 2. To survey BIA membership re ideas for upcoming year and past events.*
- c. Parking Advisory Committee - No report
- d. Transit Committee – No report
- e. Marketing and Communications Working Group - *Action: Look at make-up of Working Group.*
- f. Downtown Revitalization Advisory Working Group - No report.
- g. Farmers' Market Ad Hoc Committee – Committee is undertaking SWOT analysis for two locations that are being considered.
- h. Personnel Working Group – Personnel Policy (tabled at November 2011 meeting) – Deferred to February meeting.
- i. Streets Alive! Working Group – No report.
- j. Downtown Orillia Parking – **Motion 13 – Moved by Councillor Murray, Seconded by Joanne Pezzano That the Downtown Orillia Management Board request staff to reimburse two patrons \$20 parking tickets that were issued in the month of December 2011. And that staff be directed to send a letter of thanks to City Council for providing the free parking during the month of December. Plus \$20 in Downtown Dollars as a thank you for shopping in Downtown Orillia to the reimbursed tickets. CARRIED.**

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- k. Downtown Orillia Office Relocation – **Motion 14 – That the Downtown Orillia Management Board agrees with the terms of the lease for relocation of the DOMB office and will arrange to have two signing authorities sign the agreement. Signing authorities include Joanne Pezzano, Mariano Tulipano and Dianne Cipolla. CARRIED.**

**Motion 15: Moved by Sarah Valiquette, Seconded by Councillor Murray That the Downtown Orillia Management Board authorizes staff to proceed with the move to the new office location. Cleaning, minor repairs and painting can be undertaken with a cost not to exceed \$500. CARRIED.**

- l. Downtown Alleyways – Light Upgrade – Deferred. *Action: Obtain information from Public Works regarding plans for project.*
- m. Recognition Policy – Deferred.
- n. 2011 Contribution to Reserve Account – **Motion 16: Moved by Helen DiPardo, Seconded by Joanne Pezzano, That the Downtown Orillia Management Board requests staff to allocate \$10,000 from the 2011 budget to the Reserve Account in keeping with the 2011 budget. CARRIED.**

**12. Date of Next Meeting** -- February 15, 2012 6:00 p.m. – Tudhope McIntyre Board Room

**13. Adjournment**



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**CORRESPONDENCE SENT**

<b>DATE</b>	<b>CONTENT</b>
Nov 9, 2011	OMAH – Congratulations re Grant
Nov 10, 2011	Ministry of Tourism – 2012 Leacock Summer Festival
Nov 16, 2011	Director Public Works – Snow Clean up Thank you
Nov 23, 2011	Mgr Legislative Services – West Street North Parking
Nov 28, 2011	Beckoning Investments – Notification of Termination of Rental Agreement
Nov 29, 2011	City Clerk - Resignation of J. Grand from DOMB
Dec 2, 2011	Council Committee – Parking Limits & Rates – Permit Parking Rate
Dec 14, 2011	S. Crawford, Legislative Services – Parking Meter Labels
Dec 16, 2011	S. Valiquette – Bleeker Ridge Block Party
Dec 16, 2011	K. Gangloff, Orillia Youth Centre – Hockey Day in Orillia
Dec 19, 2011	Parking Advisory – Parking Signage/Parking Passes
Jan 12, 2012	Alisa Sears, Zephyr Art Gallery – Follow-up from Deputation
Jan 12, 2012	Janet Grand – Thank you for service to Board
Jan 12, 2012	Legislative Services – Signage for No Bicycles/Skateboards on Sidewalks
Jan 12, 2012	J. Mattison, Orillia Power – Thank you re Wonderland of Lights

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### FINANCIALS

INVOICE FROM	COST	Notes	Invoice Date	Account	Inv	PC
Canada Post	\$ 44.64	Parcel delivery	Nov 24/11	Office Supplies	n/a	Mastercard
241 Pizza	\$ 25.74	Board mtg food	Nov 16/11	Office Supplies	n/a	Mastercard
Constant Contact	\$ 30.67	email software	Oct 27/11	Office Supplies	n/a	Mastercard
Complete Office Products	\$ 2.71	Envelopes	Nov 24/11	Office Supplies	n/a	Mastercard
Bell Mobility	\$ 60.01	cell phones		Nov-11 Telephone	n/a	n/a
Orillia Power	\$ 975.56	electricity bills		Dec-11 electric power	multiple	n/a
Mr. Holiday Lights	\$ 3,406.95	Opera House tree (final payment)		Jan-12 Old Fashioned Christmas	1115	35665
Larche Communications	\$ 2,059.43	KICX Christmas Ads	Dec 25/11	Old Fashioned Christmas	68968	35666
Larche Communications	\$ 2,305.20	Dock Christmas Ads	Dec 25/11	Old Fashioned Christmas	48779	35667
Co-op Parking	\$ 90.00	Staff Parking (Oct Nov Dec)	Dec 5/11	Office Supplies	204224	35668
Impression House	\$ 244.18	Christmas Envelopes	Dec 8/11	Old Fashioned Christmas	16493	35669
Impression House	\$ 1,967.33	Christmas Envelopes	Dec 6/11	Old Fashioned Christmas	116438	35670
Bayshore Broadcasting	\$ 149.83	Sunshine Christmas Ads	Nov 30/11	Old Fashioned Christmas	153808	35671
Orillia Pro-Net	\$ 110.18	Basic Web Programming	Dec 5/11	Website	12-741	35672
Packet & Times	\$ 593.25	Christmas Banner Ad	Nov 22/11	Old Fashioned Christmas	1097005	35673
Complete Office Products	\$ 36.05	Christmas paper	Nov 23/11	Old Fashioned Christmas	42459	35674
Complete Office Products	\$ 5.88	Envelopes	Nov 22/11	Office Supplies	42453	35675
OBIAA Membership	\$ 169.50	2012 membership fee	Jan 10/12	Office Supplies	n/a	35676
Bell Mobility	\$ 58.61	cell phones		Oct-11 Telephone	n/a	n/a
Bell Mobility	\$ 45.87	cell phones		Jun-11 Telephone	n/a	n/a
Home Hardware	\$ 33.73	cable ties	Nov 11/11	Maintenance Supplies	126247	35677
Lake Country	\$ 480.25	Simcoe County Guide Map	Oct 3/11	Institutional Advertising	1887	35678
Orillia Pro-Net	\$ 403.98	Web Programming	Nov 9/11	Website	12-634	35679
Metroland	\$ 1,378.60	Harvest Fest Ad/Community Guide	Oct 30/11	Harvest Fest/Institutional	1385158	35680
Chamber of Commerce	\$ 186.45	Annual Membership Fee	Dec 1/11	Office Supplies	12-200306	35681
Complete Office Products	\$ 146.79	poster copy paper	Dec 8/11	Office Supplies	42585	35682
Effigy Design	\$ 435.05	ad designs	Dec 21/11	Old Fashioned Christmas	330	35683
City of Orillia	\$ 847.50	Rotary Place TV ads	Dec 7/11	Institutional Advertising	n/a	35684
Inochi Spa	\$ 205.00	Christmas prize (Ladies Night)	Dec 13/11	Old Fashioned Christmas	n/a	Mastercard
Constant Contact	\$ 3.67	email software	Dec 5/11	Office Supplies	n/a	Mastercard
Constant Contact	\$ 16.18	email software	Nov 27/11	Office Supplies	n/a	Mastercard
Rogers	\$ 67.74	internet		Nov-11 internet	n/a	40230
City of Orillia	\$ 146.98	2011 Entrance Event Panels	Sep 28/11	City of Orillia	12005	na
Metroland	\$ 1,793.31	Christmas Ads	Dec 31/11	Old Fashioned Christmas	1464709	35686
Packet & Times	\$ 2,966.25	Christmas Ads	Dec 27/11	Old Fashioned Christmas	1097466	35687
Complete Office Products	\$ 26.16	desk calendar/calculator/pens	Jan 10/12	Office Supplies	42773	35688
Allan French	\$ 423.75	Legal advice re new lease	Jan 12/12	Legal Fees	12-000	35689
Packet & Times	\$ 593.25	Christmas ads	Dec 28/12	Old Fashioned Christmas	65168939	35690
Larche Communications	\$ 983.10	Dock Christmas Ads	Jan 12/12	Old Fashioned Christmas	n/a	35692
Larche Communications	\$ 909.65	KICX Christmas Ads	Jan 12/12	Old Fashioned Christmas	n/a	35692
Bayshore Broadcasting	\$ 2,125.53	Sunshine Christmas Ads	Jan 12/12	Old Fashioned Christmas	n/a	35693
Brelyn Enterprises	\$ 762.75	Trent Severn Waterway	Jan 7/12	Institutional Advertising	2012 034	35685
TOTAL	\$ 27,317.26					