

DOWNTOWN ORILLIA MANAGEMENT BOARD

MINUTES

BOARD MEETING

July 11, 2012 – 6:00 pm
in the DOMB Board Room
33 Mississauga St. W.

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

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

Absence: Mariano Tulipano, Nick Rasetta,

Also Present: Lisa Thomson-Roop (staff)

1. Open Session

2. Chair

3. Call to Order – 6:09 pm

4. Approval of Agenda – Carried.

5. Disclosure of Interest – None declared.

6. Deputations

6.1 Ted Emond – Downtowns Paying Dividends – Deferred until September meeting

6.2 Allan Francoz, Michael Martyn – Heritage Conservation District – Cancelled.
Direction: Distribute information to board via email.

7. Minutes – Carried.

Staff Direction: Shop City website – request feedback from members via email. Report back in September, Recreation and development Downtown letter needs to be sent to Council,

Contact former City Clerk Laura Lee and request quote for work on the procedure manual or references for others. Report back at August meeting.

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

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a. Correspondence Received (information only)

- 11.1 City Clerk – Streets Alive! Lot Closure – June 23/12
- 11.2 City Clerk – Street Closure – Leacock Street Festival & Sidewalk Sale – July 27 & 28/12
- 11.3 City Clerk – Street Closure – Starry Night – August 25/12
- 11.4 Treasury – Budget Report
- 11.5 Treasury – Detailed Trial Balance
- 11.6 City Clerk – Street & Parking Lot Closure – 14th Annual Car Show – August 18/12
- 11.7 Leslie Fournier, Streets Alive! – Thank you to Jodie
- 11.8 Stop Gap Project – The Orillia Ramp Project
- 11.9 Jim Lang, Interim City Treasurer – Auditors reporting to Council July 16th, 2012.

MOTION 1: THAT the Downtown Orillia Management Board accept Correspondence Received 11.1-11.9 as informational. Moved: Helen DiPardo. Seconded Joanne Pezzano. Carried.

b. Correspondence Received

- 11.1 City Clerk – Downtown Orillia Management Board Composition – include in Policy Book. – *Received.*
- 11.2 City Clerk – Vacancy on Parking Advisory – *Received.*
- 11.3 Andrea Woodrow, Senior Planner – Site Plan Application Amendment – RioCan Holdings (former Walmart)

MOTION 2: THAT the Downtown Orillia Management Board receive Correspondence Received 11.3 regarding RioCan Site Plan Application as informational. Moved Helen DiPardo. Seconded Joanne Pezzano. Carried.

- 11.4 Rick Brownbill, Perfect Timing – Downtown Sidewalk Sales- *Direction: Distribute draft letter for comment to the board before mailing.*

MOTION 3: THAT Mr. Brownbill's letter be received as informational and that staff respond with a letter indicating a survey will be sent to merchants following the Leacock Sidewalk Sale. Moved: Joanne Pezzano. Seconded: Councillor Linda Murray. Carried.

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- 11.5 Say Yes Bridal Gallery – Grand Opening Invitation – Sept 15/12 - *Received*
- 11.6 Patrick Heslin – Downtown Trolley Service – *Direction: Speak to chambers/bias with trolleys to explore feasibility. Explore local Tourism partnerships through EDC and Casino Rama. Respond to Mr. Heslin that the board is exploring the option.*
- 11.7 Orillia Today – Ad request – *Direction: Pass on opportunity.*

12. Reports

- a. Financial Report - *Direction: Amend recognition policy to state Downtown Dollars as retirement gifts excluding condolences (flowers). Revised Policy to be presented at August Meeting.*

MOTION 4: THAT the Downtown Orillia Management Board approve the financials dated prior to July 11, 2012. Moved: Joanne Pezzano, Seconded: Councillor Patrick Kehoe. Carried.

- b. Event Working Group – *Direction: Survey: Add billboard sign to the survey. Refer to the budget for the sale in terms of its value to the merchant. Harvest Festival- Request budget increase to \$10, 000 deferred. Working Group should present a plan and budget at August meeting.*
- c. Parking Advisory Committee - Vacancy – *wait until new directors are appointed.*
- d. Marketing and Communications –

MOTION 5: THAT the DMB budget \$15,000 to hire someone/firm to develop and review a marketing strategy for Downtown Orillia to be funded from the Reserve Fund. Moved: Helen DiPardo, Seconded: Joanne Pezzano. Carried.

- e. Farmers' Market Ad Hoc Committee - No report. Next meeting after the summer.
- f. Streets Alive! – Chairs are generating lots of interest.
- g. Downtown Orillia Parking – *Direction: Wayfinding Report: Present draft report to Board at August meeting. Include request for city to cover installation and reference benefit to entire city.*
- h. Office computers – upgrade back-up system; DOMB staff to maintain website

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MOTION # 6: THAT the Downtown Orillia Management Board direct staff to explore costs associated with upgrading any computers, AND THAT staff explore the costs of the necessary upgrades to maintain the website at the office. Moved: Joanne Pezzano. Seconded: Councillor Linda Murray. Carried.

- i. Port Pouch – Request for more Downtown Dollars

MOTION 7: THAT the Downtown Orillia Management Board approve providing 250 more \$5 Downtown Dollars to the Chamber of Commerce to be inserted in the Port Pouch at a cost of \$1250.00. Moved: Helen DiPardo. Seconded: Councillor Patrick Kehoe. Carried.

- j. Benches – *Direction: Explore partnering with high schools to build them and the art community.*

- k. Beatles Festival – Sponsorship Request: *Direction: Record staff time.*

MOTION 8: THAT the Downtown Orillia Management Board provide staff hours as well as a sponsorship in the amount of \$2000.00, \$1000 of which will be provided in Downtown Dollars to the Orillia Beatles Celebration event in September 2012.

AND THAT copies of the S.O.P. and Insurance be deposited with the office/board. The sponsorship will be released on receipt of these papers. Moved: Helen DiPardo. Seconded: Joanne Pezzano. Carried.

- l. Parking Ticket Report: Informational.
- m. Police Services Board meeting follow-up –*Direction: communicate with the membership that if they have a policing concerns to address it to the office immediately. Also note that every crime is worth reporting, even petty vandalism.*

13. Deputation Motions

14. Date of Next Meeting — *Direction: DOMB Board Room Send out email to board polling 15th or the 8th (regular) for the meeting.*

15. Adjournment