

DOWNTOWN ORILLIA MANAGEMENT BOARD

MINUTES

October 10, 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: Sarah Valiquette-Thompson, Susan Willsey, Councillor Patrick Kehoe, Councillor Linda Murray, Bob Willsey

Regrets: Joanne Pezzano, Nick Raseta, Mariano Tulipano, Helen DiPardo

Also Present: Malcolm Quigley, Rick Fraracci, Lisa Thomson-Roop

1. Open Session

2. Chair

3. Call to Order 6:07pm

4. Approval of Agenda

5. Disclosure of Interest

6. Deputations

Introduction, OPP Detachment Business Plan & School/OPP Sticker Challenge-
Acting Orillia Detachment Commander, Insp. Malcolm Quigley, OPSB Chair Rick Fraracci

- **Consider the sticker concept in your window in support of the program. Partnership. Email Kristine, more details about the program. Need more information first or the sticker will not mean much. October 19th 2011, hosted a meeting with police. Very passive crowd. I feel today that the downtown merchants are better served today. As a board we can't direct operational activities of the OPP but the door is open to Insp. Quigley..please contact him with your concerns.**
-

7. Minutes

September 12, 2012 – Carried.

- Helen DiPardo arrived at 6:20pm

8. Closed Session

- a. Motion to move into Closed Session

Moved:

Seconded:

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) (f)

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of the said Act (Legal)

Carried.

- b. Closed Session Items
 - 1. Legal - Staffing Matter
- c. Motion to rise and report to Open Session
- d.

9. Motions arising from Closed Session Discussions

THAT the Downtown Orillia M

Extend the offer to October 17th

10. Open Session

11. Correspondence

11.1 Correspondence Received (information only)

- a. Peter Street Arts District Marketing Group- Thank you to board and staff re: Leacock Sidewalk Sale and Starry Night (3)
- b. Office of the Mayor – Orillia Figure Skating Club Tag Days
- c. Orillia Public Library 2011 Annual Report
- d. Treasury – DMB Budget Report August
- e. Treasury – DMB Detailed Trial Balance August
- f. Office of the Mayor – Scouts Canada Tag Days
- g. Office of the Mayor – Royal Canadian Legion Tag Days

11.2 Correspondence Received

- a. Peter Street Arts District Marketing Group – Autumnfest
“THAT the Downtown Orillia Management Board support Autumnfest with staff time DMB resources and 500 dollars.
- b. Sharing Place Food Bank – Jerry Lewis Tribute Sponsorship Request
THAT the Downtown Orillia Management Board accept this as informational as the members already support the food bank.
- c. Chamber of Commerce – Santa Claus Parade Band Sponsorship
THAT the Downtown Orillia Management Board sponsor a band at a cost of \$250.00.
Moved: Bob
- d. Clerk’s Department – Use of Sidewalks in the Downtown Core Report for comment

Follow the Sun: Email Linda to follow up with the Follow the sun signage..update

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12. Reports

a. Financial Report

Moved: Bob Willsey

Seconded: Patrick Kehoe

THAT the Downtown Orillia Management Board pay the financials dated prior to October 10, 2012.

Carried.

b. Event Working Group

Discussion: City Grants committee is the only way we could get dollars. We would have to specific. Budget request for next year? Committee needs to come up with plan. Put into a context as a benefit to Orillia as whole...EDC and culture and heritage budget. Need to apply to the grant committee. Give it to Linda for her speak to Roman.

Lynn spend more time on the website, twitter, facebook.

Moved:

“THAT the Downtown Orillia Management Board hire Lynn Martin of Mark Us Marketing to update the DMB’s social Marketing platforms (facebook, twitter, website, constant contact) at a cost not to exceed \$ 4500.00”

c. Parking Advisory Committee – October 16th (Allan Francoz, Michael Knight)

- Gated parking lot test going forward to Council Committee on Monday, recouping the cost, test.

- More than happy to sit down with the board and discuss the issues (perhaps in January) Deputation: question and answer period.

d. Transit Committee-

e. Marketing and Communications – Guide Map EDC & Lake Country Partnership (Pass)

Trent Severn Guide- Copy design: Coupon...two of five dollars....dots and scissors. Tear away tracking mechanism. QR code.

THAT Downtown Management Board ...

Way-finding: Staff Direction: Explore the use the banners for cohesive path out of the port. Welcome DT, IT’s your DT, Directional, Follow the Sun Downtown. Define the Downtown. Perhaps a design something. How many producing a banner. Lets use the more effectively. Colour coded for way-finding.

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- f. Farmers' Market Ad Hoc Committee – No report
- g. Streets Alive! - Something exciting in the works...dep
- h. Façade Improvement – 188 Mississaga Street East & 177 Mississaga Street East Approve
- i. Personnel – Office Staffing -
- j. Policy and Procedures – Draft manual to be presented at AGM.
How to get the word out. Distribution via email, flyer, electronically. PDF.
THAT the Downtown Orillia Management Board forward the draft AGM
Staff direction: Distribute to membership asap for comment by Friday/Monday for comment.
- k. AGM –Policy- New Motions from the floor -
- l. Window Replacement – Quotes Security...
- m. Chamber Update - No Report
- n. Lakehead – No Report Thursday night dinner
- o. First Impressions- Time- line for project
- p. Website – Platform Changes Quotes -
THAT Downtown

13. Deputation Motions

14. Date of Next Meeting -- November 14, 2012 6:00 p.m. –DOMB Board Room

15. Adjournment 9:10pm