

**DOWNTOWN ORILLIA MANAGEMENT BOARD**

**Wednesday September 12, 2012**

**MINUTES**

6:00 pm

in the DOMB Board Room

33 Mississauga St. W.

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

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Present: Sarah Valiquette-Thompson, Joanne Pezzano, Helen DiPardo, Susan Willsey, Bob Willsey, Mariano Tulipano, Councillor Patrick Kehoe, Councillor Linda Murray, Nick Raseta

Regrets: None

Also Present: Ted Emond, Lisa Thomson-Roop (*staff*)

**1. Open Session**

**2. Chair –**Sarah Valiquette-Thompson

**3. Call to Order – 6:04pm**

**4. Approval of Agenda**

**MOTION 1: THAT the Downtown Orillia Management Board move items 11-b, 11.3, 12.e, 12.l and 12.m, to immediately follow Closed session. AND THAT the Agenda be approved as amended.**

**Moved: Helen DiPardo. Seconded: Nick Raseta. Carried.**

**5. Disclosure of Interest - None Declared.**

**6. Deputations**

**a. Retail Mix Downtown Orillia – Ted Emond**

*Staff direction: Research and report back on info recommendation 3 and 4 of report next month.*

**7. Minutes – Approved.**

August 22, 2012

August 28, 2012

September 5, 2012

September 6, 2012

**8. Closed Session**

a. Motion to move into Closed Session

**Motion 2: To move into Closed Session.**

**Moved: Nick Raseta. Seconded: Joanne Pezzano. Carried.**

b. Closed Session Items

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Personnel: Contract Negotiations

- c. Motion to rise and report to Open Session

**Motion 3: To Rise and report to Open Session.**

**Moved: Nick Raseta. Seconded: Susan Willsey. Carried.**

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

**Motion 4: THAT the Downtown Orillia Management Board renew Lisa Thomson-Roop's contract as Manager to March 31, 2013. AND THAT she receive an increase of 3%.**

**Moved: Joanne Pezzano Seconded: Councillor Linda Murray. Carried.**

**Motion 5: THAT further to the closed session report the board move forward with Option 1.**

**Moved: Councillor Patrick Kehoe, Seconded: Joanne Pezzano. Carried.**

**10. Open Session**

11.3 Joanne Pezzano- Resignation

**MOTION 6: THAT the Downtown Orillia Management Board accept the resignation of Joanne Pezzano from the DOMB board. AND THAT the Board direct staff to forward the resignation to Council with a request to move forward in filling the vacancy when the policy is in place.**

**AND THAT until that time Joanne Pezzano stay on the board.**

**Moved: Mariano Tulipano Seconded Nick Raseta. Carried.**

12 a. Marketing and Communications – Rotary Place Sign –

**MOTION 8: THAT the Downtown Orillia Management Board purchase a billboard sign at Rotary Place for a one year period at a cost of \$1200.00 plus HST and approve a budget of \$400.00 to cover the cost of production of the sign.**

**Moved: Susan Willsey. Seconded: Bob Willsey. Carried.**

*Action: Explore the cost of panels on Packet Website*

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**12 I. First Impressions Community Exchange – Owen Sound.**

**MOTION 9: THAT the Downtown Orillia Management Board participate in OMAFRA's First Impression Community Exchange Program with Owen Sound.**

**Moved Mariano Tulipano. Seconded: Susan Willsey. Carried.**

**12 m AGM – Date and Meeting Procedures - NOTE: Councillor Kehoe and Councillor Murray left at 7:45pm**

**MOTION 7: THAT the Downtown Orillia Management Board host its Annual General Meeting on October 24, 2012. AND THAT the procedures as presented be adopted for this meeting, as the new Policy and Procedures Manual will be presented to the membership at this AGM.**

**Moved Helen DiPardo Seconded: Susan Willsey. Carried.**

*Direction: Staff will clarify the moving the motions from the floor with Clerk's dept, OBIAA and Municipal Affairs and report back at October Board meeting.*

**11. Correspondence**

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

- 11.1 City Clerk - Re: Future Recreation Facilities
- 11.2 City Clerk – Street and lot closures for 6<sup>th</sup> Annual Beatles Celebration – September 14<sup>th</sup>-16<sup>th</sup>, 2012
- 11.3 City Clerk – By-law Number 2012-120 passed by Council- Bob Willsey and Susan Willsey appointed to the DOMB
- 11.4 City Clerk – Use of sidewalks letter referred to Council Committee for consideration and recommendation
- 11.5 City of Orillia Accessibility Advisory Committee – Curb cuts at accessible parking spaces in downtown Orillia
- 11.6 Treasury – Budget Report
- 11.7 Treasury – Detailed Trial Balance

**MOTION 10: THAT the DMB accept 11a) correspondence as informational only.**

**Moved: Mariano Tulipano. Seconded: Bob Willsey. Carried.**

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**b. Correspondence Received**

11.1 Leslie Fournier, Streets Alive! – Leacock Chair

**MOTION 11: THAT the Downtown Orillia Management Board keep its Leacock Chair and use it for promotional purposes.**

**Moved: Susan Willsey Seconded: Helen DiPardo. Carried**

11.2 Canadian Paraplegic Association Ontario – Wheelchair Relay Challenge-Donation Request.

**MOTION 12: THAT the Downtown Orillia Management Board receive the correspondence as informational and direct staff to send an e-blast to merchants.**

**Moved: Joanne Pezzano. Seconded: Bob Willsey. Carried.**

11.3 Joanne Pezzano- Resignation (*Discussed immediately after Closed Session*)

**12. Reports**

a. Financial Report

**MOTION 13: THAT the Downtown Orillia Management Board pay the financials dated prior to September 12, 2012.**

**Moved: Susan Willsey. Seconded: Nick Raseta. Carried.**

b. Event Working Group – *Moving forward with hiring Lynn Martin to help get our social marketing in line ahead of Christmas Campaign.*

c. Parking Advisory Committee - *Direction: Bob Willsey will discuss free Saturday parking vs. Christmas free parking with the committee.*

d. Transit Committee – *No report*

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e. Marketing and Communications – Rotary Place Sign –  
(*Discussed immediately after Closed Session*)

f. Farmers' Market Ad Hoc Committee – *No report*

g. Streets Alive! - *No report. No meeting*

h. Façade Improvement- *No report.*

i. Shop City Website

**MOTION 14: THAT the Downtown Orillia Management Board partner with ShopOrillia.com on a one year trial basis.**

**Moved: Bob Willsey. Seconded: Nick Raseta. Carried.**

j. Lakehead Community Relations

Exploring Educational Tourism in the idea of an Leacock Centre for the Arts. It would be nice to tie in further. *Direction: Speak to Lakehead and Georgian to explore ideas of getting students and their parents' downtown. Pull something together for a Downtown Port pouch, i.e. Shuttle service to downtown from Lakehead/Georgian, downtown bags for various group/events/conferences occurring the City to have on hand at the office, so there is not a last minute scramble for material.*

k. Website - Updated site should include a photo of business storefront with little stories about the business, their family etc. Should have a Member component with a tab, but be oriented to the shopper. *Direction: Begin the process of quotes and revamping the website. Bring back the platform changes to October meeting.*

l. First Impressions Community Exchange – Owen Sound.  
(*Discussed immediately after Closed Session*)

m. AGM – Date and Meeting Procedures  
(*Discussed immediately after Closed Session*)

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**13. Deputation Motions**

**14. Date of Next Meeting**

**15. Adjournment - 9:20pm**