

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
SPECIAL MEETING MINUTES**

Tuesday January 8, 2019

6:00PM

in the DMB Board Room

33 Mississaga St. W.

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

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Present: Michael Knight, Ron Spencer, Councillor Rob Kloostra, Nancy Nevala, Susan Willsey, Michael Fredson, Tyler Knight, Daniel Saberi

Regrets: Al Wallace,

Also Present: Courtney Thompson, Lisa Thomson-Roop (staff)

**1. Open Session**

The Manager of the DMB opened the session and conducted the election of Chair.

**2. Chair – Election**

**Motion 1**

**Moved: Councillor Rob Kloostra**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board appoint Michael Knight as Chair of the Board for the 2019 term.”**

**Carried.**

**3. Call to Order 6:05pm**

**Motion 2**

**Moved: Councillor Rob Kloostra**

**Seconded: Nancy Nevala**

**“THAT the Downtown Orillia Management Board appoint Ron Spencer as Vice-Chair of the board of directors for the 2019 term.”**

**Carried.**

**Motion 3**

**Moved: Ron Spencer**

**Seconded: Councillor Rob Kloostra**

**“THAT the Downtown Orillia Management Board appoint Susan Willsey as Treasurer of the board for the 2019 term.”**

**Carried.**

**4. Approval of Agenda – Carried.**

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**5. Disclosure of Interest**

*11. c. Financial Report - Michael Knight – Owns one of the businesses listed to be paid in the report.*

**6. Deputations**

**7. Minutes**

**November 20, 2018 – Carried.**

**Moved: Ron Spencer**

**Seconded: Tyler Knight**

**8. Closed Session**

There are no Closed Session items

**9. Correspondence – Information Items**

- a. Ainley Group – City of Orillia Catchment Area 17 – Public Comment Invited – Members directed *questions to Councillor Klootra seeking clarification on the changes.*
- b. Jim Lang, City Treasurer – Year End Accounting Deadlines
- c. Treasury Dept. – DMB Budget Report – Ending Nov 30, 2018
- d. Megan Williams, Deputy Clerk – DMB 2018-2022 Directors Appointment  
*Receive as Information.*

**10. Correspondence – Action Items**

- a. Shawn Crawford, Manager of Legislative Services – Cannabis Retail Stores – Draft Report – For Comment

**Motion 4**

**Moved: Tyler Knight**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board recommend to Council to pass a resolution supporting the hosting of retail cannabis stores within the City;**

**AND THAT Council allocate municipal funding from the province related to the legislation of marijuana for increased police presence such as a paid duty officer or dedicated foot patrol OPP officer to address public intoxication issues that may arise in the core.”**

**Carried.**

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**Motion 5**

**Moved: Councillor Rob**

**Seconded: Susan Willsey**

**“THAT the Downtown Orillia Management recommend to Council to adopt Chapter 954 of the Municipal Code as identified in Schedule D to this report, which will ban smoking outdoors on property owned or leased by the City of Orillia.”**

**Carried.**

- b. 2019 OBIAA Conference

**Motion 6**

**Moved: Michael Fredson**

**Seconded: Tyler Knight**

**“THAT the DMB send Courtney Thompson, Lisa Thomson-Roop to the 2019 National BIA Conference on March 31 to April 3 2019 in Ottawa ON;**

**AND THAT up to \$2300(2) plus HST be allocated to cover registration, hotel, food and travel and food from the Conferences and Travel & Expenses accounts.”**

**Carried.**

**11. Reports**

- a. 2019 Meeting Dates

**Motion 7**

**Moved: Ron Spencer**

**Seconded: Daniel Saberi**

**“THAT the Downtown Orillia Management Board hold its regular monthly board meeting on the 3<sup>rd</sup> Tuesday at 6pm of each month.”**

**Carried.**

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b. Board Representatives to City Committees

FMMC

**Motion 8**

**Moved: Councillor Rob Kloostra**

**Seconded: Nancy Nevala**

**“THAT the Downtown Orillia Management Board recommend to Council DMB Director Tyler Knight be appointed as the board representative of the Orillia Farmers’ Market Management Committee to replace Lisa Thomson-Roop for term ending November 30, 2020.”**

**Carried.**

Orillia Chamber of Commerce

**Motion 9**

**Moved: Councillor Rob Kloostra**

**Seconded: Susan Willsey**

**“THAT the Downtown Orillia Management Board appoint DMB Director Ron Spencer as the board representative of the Orillia Chamber of Commerce Board of the Directors.”**

**Carried.**

Transit Advisory

**Motion 10**

**Moved: Councillor Rob Kloostra**

**Seconded: Susan Willsey**

**“THAT the Downtown Orillia Management Board recommend to Council DMB Director Daniel Saberi be appointed as the board representative of the Transit Advisory Committee.”**

**Carried.**

c. Financial Report

*Michael Knight – Declared a conflict of interest as he is an owner Co-op Parking which is listed in the Financial Report.*

*Ron Spencer took over duties of the Chair*

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**Motion 11**

**Moved: Michael Fredson**

**Seconded: Nancy Nevala**

**“THAT the Downtown Orillia Management Board pay the financials listed in the January 8, 2019 statement report totaling \$14,971.86.”**

**Carried.**

- d. Events Report – Michael Knight resumed duties of the Chair.  
*Receive as information.*
- e. 2019 Marketing and Advertising Plan Draft  
*Direction:*
- *Remove Downtown App. – wouldn't use – rather use a mobile friendly website.*
  - *Ping Street app. Investigate further with Jennifer Ruff about the cost of and feasibility of adding a Downtown Orillia tile to City's Ping Street App.*
  - *Wi-Fi – demographics available. Staff have been in discussion with EDO and Bell about accessing this further.*
  - *Explore targeted geo fencing – ad words – push ads through Google.*
  - *Focus on getting Orillians down here more.*
  - *Emphasis on video to be promoted on all social media platforms. Explore hiring company to create several throughout the year. Less Radio/Print to help offset costs.*
  - *Support Billboard as long as it is well designed– Investigate sharing costs with downtown businesses*
  - *Engage Bloggers – broader audience – people influencers – continue to team with OLC.*
  - *Add more winter promotions and possibly events aimed at locals*
- f. Downtown Streetscape Project – Update  
*Meeting on January 24, 2019  
530- 830pm*
- g. Truck  
*Direction: Explore minor fixes such as fender flares and bumpers as well as art on the truck. Report back at next meeting with options in the \$2000 range.*

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**12. Deputation Motions**

**13. Date of Next Meeting – Feb 19, 2019**

**14. Adjournment – 7:28pm**