

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL BOARD MEETING
MINTUES**

Tuesday January 21, 2014
in the DOMB Board Room
33 Mississaga St. W.

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

Present: Eric Cathcart, Councillor Pete Bowen, Ralph Cipolla, Susan Willsey, Bob Willsey, Mariano Tulipano, Ron Spencer, Sarah Valiquette-Thompson, Nick Raseta

Regrets:

Also Present: Lisa Thomson-Roop, Jacklynn Tregunno (staff)

1. Open Session - 6:02

2. Chair Election

DMB Manager conducted the procedures for the election of Chair.

Motion 1

Moved: Mariano Tulipano

Seconded: Sarah Valiquette-Thompson

“THAT the Downtown Orillia Management Board appoint Ralph Cipolla as Chair of the Board for the 2014 term.”

Carried.

3. Call to Order

a) Election of Vice Chair and Treasurer to form DMB Executive Committee

Motion 2

Moved: Susan Willsey

Seconded: Eric Cathcart

“THAT the Downtown Orillia Management Board appoint Ron Spencer as Vice Chair of the Board for the 2014 term.”

Carried.

Motion 3

Moved: Susan Willsey

Seconded: Eric Cathcart

“THAT the Downtown Orillia Management Board appoint Bob Willsey as Treasurer of the Board for the 2014 term.”

Carried.

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4. Approval of Agenda- Carried.

5. Disclosure of Interest

13. c. Bob Willsey and Susan Willsey declared as they are the owners of businesses named in the financial report.

6. Deputations

7. Minutes

November 19, 2013
Carried

8. Closed Session

9. Open Session

10. Motions arising from Closed Session Discussions

11. Correspondence – Information Items (Package B)

- a. Committee of Adjustment- Notices of Decision
 - b. Office of City Clerk – DMB Sign By-law Amendment
 - c. Office of the City Clerk – Designation of the Arts District
 - d. Treasury Department – DMB Budget Report
 - e. Treasury Department – DMB Detailed Trail Balance October 2013
 - f. Zephyr Art Gallery – Thank you for donation
 - g. Office of the Mayor – Tag Days –Orillia Hawks
 - h. Office of the City Clerk – Eric Cathcart appointment to Transit Committee
 - i. City Treasurer, Jim Lang – Year End Accounting Deadlines
 - j. Treasury Department – Tax Adjustment
 - k. Committee of Adjustment – Notices of Decision
 - l. Treasury Department – DMB Budget Report November 2013
 - m. Treasury Department – DMB Budget Report November 2013
 - n. Committee of Adjustment – Notices of Public Hearing
 - o. Office of the Mayor – Tag Days – Orillia Literacy Council
 - p. Office of the Mayor – Tag Days – Canadian Cancer Society
 - q. Office of the Mayor – Tag Days – Orillia Scottish Festival
 - r. Office of the Mayor – Tag Days – Telecare
 - s. Office of the Mayor – Tag Days – Alzheimer Society
- Received as information.*

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12. Correspondence – Action Items

a. OBIAA – 2014 National BIA Conference

Direction: Extend a letter requesting someone from Council to attend the conference.

MOTION 4

Moved: Eric Cathcart

Seconded: Ron Spencer

“THAT the Downtown Orillia Management Board send the following people to the 2014 National BIA Conference in April: Jacklynn Tregunno, Lisa Thomson-Roop, Sarah Valiquette-Thompson.

AND THAT the board cover the cost of the registration, accommodation, travel and food.”

b. Orillia Power – Request for ½ price Downtown Dollars

MOTION 5

Moved: Bob Willsey

Seconded: Eric Cathcart

“THAT the Downtown Orillia Management Board provide 55 ½ price Downtown Dollars to Orillia Power Corporation at a cost of \$275.00 to be funded from the Community Sponsorship account.”

Carried.

c. Linda Tiffin – Winter Management (2 letters)

The City is not cutting back any services. The \$50,000 in savings was achieved by having staff come in on an on-call as needed basis.

Direction: Send a letter to Mayor and Council expressing the DMB’s dissatisfaction with the service to date. Send communication to the members that they are responsible for keeping the sidewalk clear during the day. Clarify, Rick’s job is to augment their snow clearing effort. Councillor Pete can speak to it at Council too. Respond to Bill and Linda Tiffin with the decided course action.

Nick Raseta arrived at 6:30pm

d. Orillia Police Services Board – Notice of Public Meeting – 2014-17 Business Plan –

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Board members were encouraged to provide input.

Received as Information

e. OMAH – Festival of Banners 2014 – Sponsorship Request

Motion 6

Moved: Susan Willsey

Seconded: Sarah Valiquette-Thompson

“THAT the Downtown Orillia Management Board sponsor the 2014 Festival of Banners in the amount of \$1000.00 and provide \$250.00 Downtown Dollars for prizes to be debited from the Spring Promotion budget.

AND THAT DMB staff provide the labour of installing and taking down the banners.”

Carried.

f. Crime Stoppers Fundraiser – Support Request

Received as Information.

g. Ontario Lake Country – Request for Promotional Downtown Dollars

Motion 7

Moved: Bob Willsey

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board support the OLC online winter prize package promotion in the amount of \$75.00 Downtown Dollars.”

Carried.

13. Reports

a. Personnel/Staff Task Report Update

Received as information

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b. 2014 Meeting Schedule

Motion 8

Moved: Sarah Valiquette-Thompson

Seconded: Mariano Tulipano

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

Carried.

c. Financial Report

Bob Willsey and Susan Willsey declared a conflict as they are owners of two of the businesses listed in the payables.

Motion 9

Moved: Eric Cathcart

Seconded: Ron Spencer

“THAT the Downtown Orillia Management Board pay the financials dated January 21, 2014 as presented. (\$21,336.21)”

Carried

d. Transfer to Reserve

Motion 10

Moved: Bob Willsey

Seconded: Ron Spencer

“THAT the Downtown Orillia Management Board transfer \$5000.00 from the 2013 budget to the Reserve fund as approved in the 2013 budget.”

Carried.

Direction: Staff to investigate Associate Memberships for businesses on our borders. i.e. benefits the BIA could provide to them and fees. Report back to the board.

e. Recreation Facility –

Tender work continues on David H. Documents will be ready to go out shortly. Tribal Partners continues work on its business plan. Tentatively will be back

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before Council in late February.

f. Banner Report

Motion 11

Moved: Ron Spencer

Seconded: Eric Cathcart

**“THAT the Downtown Orillia Management Board order 35
Event/Promotional banners at a cost of \$2000.00 plus shipping and HST.**

**AND THAT the cost be debited from the Spring, Summer and Fall
Promotion Budgets.”**

Carried.

*Direction: Reach out to the other event organizers. \$50 a banner. Investigate
Events Board at Library, Eliminate outside event banners.*

g. Committee Structure Report

Motion 12

Moved: Mariano Tulipano

Seconded: Bob Willsey

**“THAT the Downtown Orillia Management Board establish the following
two new committees: Beautification, Maintenance and Seasonal Décor
and Planning and Recruitment.**

AND THAT the following board members be appointed:

**Seasonal Décor: Eric Cathcart, Ron Spencer, and Sarah Valiquette –
Thompson**

**Planning and Recruitment: Ralph Cipolla, Mariano Tulipano, Ron Spencer
and Councillor Pete Bowen.**

**AND THAT BIA members, City Staff, the Council Representative for the
DMB and outside organization representatives be requested to sit on the
committees if appropriate.”**

Carried.

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h. Downtown Bags

Motion 13

Moved: Sarah Valiquette-Thompson

Seconded: Nick Raseta

“THAT the Downtown Orillia Management Board hire Effigy Design to design the image(s) for the reusable bag project.

AND THAT the manufacturer with the lowest bid be hired to produce the bags.

AND THAT staff survey business members to determine participation and size of order.”

Carried.

Direction: Design should include logo and possibly pictures. Send possible imagery options to board. Design discussion continued. Find out which businesses are interested in purchasing bags.

i. Christmas Lights/Décor

Direction: Phone Owen Sound ask about their program, Investigate further with Décor committee. Report back to board at a future date with options.

j. Rainbow Stickers

Motion 14

Moved: Sarah Valiquette-Thompson

Seconded: Eric Cathcart

“THAT the Downtown Orillia Management Board purchase 75 Rainbow Pride Stickers from Effigy Design at a cost of \$56.25 plus HST to be debited form the Winter Promo Account.”

Carried.

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k. Mariposa Folk Festival 2014

Motion 15

Moved: Susan Willsey

Seconded: Mariano Tulipano

“THAT the Downtown Orillia Management Board sponsor the 2014 Mariposa Folk Festival in the amount of \$2500.00

AND THAT the Sponsorship include the following:

- **A downtown Mariposa Satellite stage on Mississaga Street Friday and Saturday afternoon that is listed as an official stage in the program**
- **Mariposa will help with set-up and programming, however the DMB will be responsible for cost**
- **Website presence (on Mariposa website)**
- **A dedicated Shuttle be provide to the Downtown for the entire festival that will be promoted at the site, the website and on the big screen during the festival. (to be negotiated)**

AND THAT the DMB purchase up to a \$1000 ad to help offset Downtown business ads in the Mariposa Festival Guide.”

Carried.

l. Events Committee

Working in partnership with the Winter Carnival. Ready to launch Winterrific!

m. Marketing Committee

Meeting will be held shortly to move forward with Event evaluation and new logo.

n. Farmers Market Transition Committee

Direction: Write a letter to Council requesting a seat on the Market Management Committee.

o. First Impressions Partnership – Owen Sound

Read the report attached. Valid points and concerns.

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- p. Tourism
Verbal Report. City of Orillia has chosen Lake Country to work on our behalf for the region and Orillia.

- q. Façade
No applications this month.

- r. EDC
Verbal report.

- s. Parking Advisory Committee
Parking Lot 11 almost complete. Barrie is going to charge for visitors for Lakefront parking. Taxpayers will be issued permits to park for “free”. The City of Orillia should look into this, especially for boat trailers. It’s not currently under the scope of Parking Advisory but perhaps the committee could comment on a Parks and Rec report in the works.

- t. Transit Committee
First meeting next week.

- u. Streets Alive!
Recruiting sponsors and artists. Watch Facebook update
Direction: Jacklynn will contact Leslie to determine logistics of guide.

- v. Lakehead Update
No report

- w. Chamber Update
New 2014 president Kellie Beasley will continue with the Shop Local campaign.
Chamber Awards coming up at the end of February.

14. Deputation Motions

15. Date of Next Meeting – February 18, 2014 – 6pm, DMB Board Room

16. Adjournment 8:34pm