

DOWNTOWN ORILLIA MANAGEMENT BOARD

MEETING

MINUTES

Tuesday June 17, 2014

6:00PM

in the DOMB Board Room

33 Mississauga St. W.

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

Present: Ralph Cipolla, Ron Spencer, Sarah Valiquette-Thompson, Councillor Pete Bowen, Susan Willsey, Mariano Tulipano,

Regrets: Nick Raseta, Eric Cathcart

Also Present: Lisa Thomson-Roop, Jacklynn Tregunno (staff), Nicole Norris, Mark Earl

1. Open Session

2. Chair – Ralph Cipolla

3. Call to Order 6:00pm

4. Approval of Agenda – Approved as amended. Add Heritage Conservation District Discussion under reports

5. Disclosure of Interest

13. b. Financial Report: Susan Willsey & Sarah Valiquette-Thompson businesses are payees listed in the report.

6. Deputations

a. Website – Phase 3 – SEO, Nicole Norris- The Agency, Mark Earl – Orillia ProNet

7. Minutes

May 20, 2014 - Carried

8. Closed Session

9. Open Session

10. Motions arising from Closed Session Discussions

Ralph Cipolla left at 7:04pm. Ron Spencer took over as Chair.

11. Correspondence – Information Items

a. Office of the City Clerk – Orillia Beatles Celebration Street Closure

b. Office of the City Clerk – Movies in the Square Closure

c. Office of the City Clerk – Classic Car Show Street Closure

d. Office of the City Clerk – Mariposa Folk Festival Street Closure

e. Office of the City Clerk – Streets Alive! Street Closure

f. Office of the City Clerk – May Sidewalk Sale Street Closure

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- g. Office of the CAO/Clerk – Significant Event Designation – Car Show
 - h. Office of the CAO/Clerk – Significant Event Designation – Beatles
 - i. Treasury Department – DMB Budget Report – April 2014
 - j. Treasury Department – DMB Detailed Trial Balance – April 2014
 - k. Development Services - Notice of Passing of New Comprehensive Zoning Bylaw
 - l. Committee of Adjustment – Notices of Public Hearing
- Receive as Information.*

12. Correspondence – Action Items

- a. Farmers’ Market Strategic Plan 2014- *Receive Information.*
- b. Orillia Shrine Club Golf Tournament Sponsorship Request- *Receive as Information.*
Direction: Spending Policy Report next meeting.

13. Reports

- a. Personnel/Staff Task Report Update – for AGM tasks.
Receive as information.
- b. Financial Report – Sarah and Susan declared a conflict of interest
Motion 1
Moved: Mariano Tulipano
Seconded: Pete Bowen
“THAT the Downtown Orillia Management Board pay expenses as presented in the June 17 2014 Financial Report in the amount of \$23,160.73.”
Carried.
- c. Events Committee
May Sidewalk Sale
Streets Alive!
Receive as Information.
- d. Inclement Weather Event Policy
Motion: 2.
Moved: Mariano Tulipano
Seconded: Sarah Valiquette-Thompson

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“THAT the Downtown Orillia Management Board staff has the authority to open up the streets to traffic at noon based on weather and safety issues.”

Carried.

Direction: staff present detailed draft policy incorporating motion at next meeting.

e. BIA Election Policy –

Direction: Consider adding referendum question policy to manual.

f. Budget Reserve Policy

Motion 3

Moved: Mariano Tulipano

Seconded: Susan Willsey

“THAT, further to advice from the City Treasurer, the following motion that was previously adopted by the DOMB at its meeting held on April 10, 2014, be amended as follows:

“THAT the Downtown Orillia Management Board host a Sidewalk Sale on June 21, 2014 in conjunction with Streets Alive!

AND THAT it include a full street closure, Mississaga Street from Front to Albert and Peter Street South from Mississaga to Colborne.

AND THAT a budget of up to \$7000.00 from the Reserve funds cover expenses be allocated from the Summer Promotion budget line;

AND THAT staff be directed to investigate and report back on any savings that can be found in the 2014 budget to accommodate this unplanned expenditure.”

Direction: Staff Directed to develop policy for approval at 2014 AGM. Include a Five thousand in a fiscal year total cap– without calling special meeting. Explore other BIA’s policies. Present draft at future meeting for approval at AGM.

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- g. Marketing Committee
Selfie Contest Update – *Direction: Keep the contest rules simple in the future.*
Shop Local School Outreach - *Direction: Develop presentation aimed at elementary and high schools highlighting the importance of local businesses.*
- h. Orillia OPP Camera Survey –
Direction: Provide the following comments: Questions are appropriate. Add an introductory paragraph providing the following information for context: Cost of installing new cameras? Operating costs? Number and types of crimes solved since installation.
- i. Overnight Parking Passes for Downtown Residents

Motion: 4

Moved: Sarah Valiquette-Thompson

Seconded: Mariano Tulipano

‘THAT the Downtown Orillia Management Board recommend to Orillia Parking Advisory Committee to sell overnight parking passes in Municipal Parking Lots to Downtown Residential Tenants in an effort to assist building owners attract tenants and encourage residential development in the core.’

Carried.

- j. Sidewalk Cleaning
Direction: Staff to investigate the cost associated with having professional trucks clean the sidewalks and report back at future meeting.
- k. Meeting with Public Works – Revitalization Meeting –
Defer until next year after new council and board are elected.
- l. Meeting with Minister Municipal Affairs –
Defer to next year.
- m. Farmers Market Committee
Receive as information.

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- n. Façade
Pro Active Health – Signage

Motion 5

Moved: Susan Willsey

Seconded: Sarah Valiquette-Thompson

"THAT the Downtown Orillia Management Board approve a Signboard Grant in the amount of \$1000.00 to Joanne Bozek owner of ProActive Health Care at 14 Peter Street South. This is the maximum sign grant available to be applied to the \$2746.00 estimated cost of the sign. Payment will be made in three installments:

- 1. On the completion of the sign and submission of paid bills and photo of the installed sign.**
- 2. On the first anniversary of the sign's installation**
- 3. On the second anniversary of the sign's installation."**

Carried.

- o. Free Parking Survey Criteria & Implementation Plan

Motion 6

Moved Mariano Tulipano

Seconded: Susan Willsey

THAT the Downtown Orillia Management Board endorse and implement the Free Parking Survey Criteria Report;

AND THAT the DMB establish a budget not to exceed \$2500.00 to be debited from the Store Recruitment budget;

AND THAT the budget be used to cover printing and distribution costs of the survey, hire 2 staff at \$11.00 per hour for five hours on four Saturday's to conduct surveys in Downtown lots and marketing campaign promoting free parking;

AND THAT the DMB create a committee of 3 DMB members to implement and develop marketing direction and campaign

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AND THAT The Committee consist of: Susan Willsey, Sarah Valiquette-Thompson, Ron Spencer.”

Carried.

Motion to go past 9pm.

Carried.

- p. EDC –
Requested to provide comment on progress on DMB tasks as recommended in Downtown Tomorrow Report.
- q. Parking Advisory Committee
No Report (rep has not been appointed yet)
- r. Transit Committee
Receive as information.
- s. Streets Alive!
Receive as information.
- t. Lakehead Update – No Meeting
- u. Chamber Update – Christmas in June -
Receive as information.
- v. Heritage Conservation District- Special Meeting-
Direction: Discuss further at next meeting. Staff to invite Jeff Duggan to speak at the meeting and there be an open forum portion of the agenda for members.

14. Deputation Motions

Direction: Staff to advise ProNet and Agency to begin selling website packages to members to gauge interest and potential costs to the DMB.

15. Date of Next Meeting – July 15, 2014 –DOMB Board Room

16. Adjournment 9:11pm