

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
SPECIAL MEETING  
MINUTES**

Tuesday, September 23, 2014

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: Ralph Cipolla, Susan Willsey, Ron Spencer, Mary Van Sinclair, Nick Raseta, Eric Cathcart, Mariano Tulipano, Sarah Valiquette-Thompson, Councillor Pete Bowen>

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

**1. Open Session**

**2. Chair – Ralph Cipolla**

**3. Call to Order – 6:02pm**

**4. Approval of Agenda - approved**

**5. Disclosure of Interest – none declared**

**6. Deputations**

**7. Minutes**

August 19, 2014 – carried.

**8. Closed Session**

**9. Open Session**

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

**11. Correspondence – Information Items**

a. Office of the Mayor – Parking of Delivery Trucks – Mississaga Street

b. Treasury Department – DMB Budget Report – July 2014

c. Treasury Department – DMB Detailed Trial Balance – July 2014

d. Office of the City Clerk – 2014 Semi-Annual Report

e. Office of the Mayor – Tag Days – 99 Lynx Orillia

f. Public Works, Neywash Street Extension, Notice Public Consultation Centre

g. Treasury Department – DMB Budget Report – August 2014

h. Treasury Department – DMB Detailed Trail Balance – August 2014

*Receive as information.*

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**12. Correspondence – Action Items**

a. Jeff Duggan, Liquidation Nation- Sign Variance

*Direction: 1. Give Downtown Welcome packages and Downtown Signage info to various departments at City Hall to distribute to businesses in the BIA. Write a letter to sign maker outlining the requirements for signs in the DSPA.*

**Motion 1**

**Moved: Pete Bowen**

**Seconded: Sarah Valiquette-Thompson**

**“THAT the Downtown Orillia Management Board support Liquidation Nation’s Sign Variance Application for the sign location providing the frame is improved**

- **Weight of the frame consistent with weight of letters**
- **Overall borders/frame is of heritage nature**
- **Overall visual impression is of heritage nature**
- **The letters are matte and muted finish**
- **The front sign matches the back sign**
- **The DMB have final approval on sign design.”**

**Carried.**

b. City of Orillia Planning Office, 600 Harvie Settlement Road- *Receive as information.*

c. Jeff Duggan, Heritage Conservation District – Information Meeting – *Receive as information. Bring up with new board and council.*

d. Kristine Preston, Police Services Board – Parade Route Meter Bag Partnership sticker. *“No parking after 11am or you will be towed. Parade Route” Send design out to board.*

e. Rick and Aime Brownbill, Perfect Timing – Vape Lounge – *Receive as Information: Direction: Showcase the pictures of spaces available on our website, look into amendment to licensing bylaw to add businesses similar to lounge or identified in a retail mix study.*

f. Diane Halfpenny – Say Yes Bridal Gallery – Parking Concerns – *Direction: write her back about the free parking efforts. Discuss free parking at the*

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*AGM and ask for membership feedback.*

g. S. Flemming - Parking Ticket –

*Direction: Report back on outcome of meeting with bylaw at next board meeting.*

h. Police Services Board – CPTED Ontario 2014 Conference.

**MOTION 2**

**Moved: Mary VanSinclair**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board approved \$200 plus travel to send one staff member to the CPTED Ontario 2014 Conference.**

**Carried.**

**13. Reports**

a. Personnel/Staff Task Report Update – *Receive as information*

b. Financial Report

*Direction: Follow up again with Orillia Power in regards to monthly account bills.*

**Motion 3**

**Moved: Susan Willsey**

**Seconded: Mary VanSinclair**

**“THAT the Downtown Orillia Management Board pay the financials listed in the September 23, 2014 statement report totaling \$22,750.92.”**

**Carried.**

c. Events Committee

*Direction: Add May Sidewalk Sale road closure days and Event Participation Policy to the AGM agenda for discussion. Present multiyear streetscape lighting project/plan with \$25,000 reserve dollars and 2014 & 2015 Christmas budgets to membership for approval. With install, if approved, to be completed before November 21, 2014.*

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d. Street Lights on Front

*Direction: Board approves the lamp posts as proposed. Offer following suggestions to public works: Must be powder coated. Electrical outlets on the bottom, and ones that don't have to be laid down to fix.*

e. Bike Racks

**Motion 4**

**Moved: Ron Spencer**

**Seconded: Nick Raseta**

**“THAT the Downtown Orillia Management Board purchase four bike racks at a cost not to exceed \$1350.00 in January 2015;  
AND THAT the purchase be debited form the 2015 Streetscape Upgrades budget.”**

**Carried.**

f. Retail Mix RFP

*Direction: Contact Rio Can & Retail Council of Canada for list of firms who conduct Retail Mix Studies. Discuss with EDC to study area and request partnership.*

g. 2015 Budget

**Motion 4**

**Moved: Eric Cathcart**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board adopt the 2015 Budget with a 2 per cent tax levy increase as presented;**

**AND THAT \$25,000 be used from the reserve and added to beautification;**

**AND THAT the budget be presented at the BIA AGM.”**

**Carried.**

*Direction: Add Closed Session next meeting to discuss salaries.*

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- h. 2015 Marketing Plan & Proposal  
*Receive as information. Direction: Present plan at next board meeting.*
- i. October Meeting Date  
*Direction: Move October meeting up one week to October 14<sup>th</sup> 2014.*
- j. Website – Search Engine Optimization  
*Direction: Include recommendation in Marketing Plan for discussion.*
- k. Farmers Market Management Committee –  
*Receive as information. Request committee be specific in terms of support required from the downtown.*
- l. Façade Improvement Program  
*No Applications*
- m. Economic Development Committee  
*Direction: Bring up business licenses again with new board and Council*
- n. Parking Advisory Committee  
*Receive as Information.*
- o. Transit Advisory Committee  
*Receive as information.*
- p. Streets Alive! Productions  
*Doors for 2015*
- q. Lakehead University Update  
*No meeting*
- r. Chamber of Commerce Update  
*Port Revenue numbers down about 30%*

**14. Deputation Motions**

**15. Date of Next Meeting** – October 14, 2014 – DMB Board Room

**16. Adjournment**