

**DOWNTOWN ORILLIA MANAGEMENT BOARD
REGULAR MEETING
MINUTES
6:00PM**

Tuesday February 18, 2014
in the DOMB Board Room
33 Mississauga St. W.

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

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

Regrets: Nick Raseta

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

1. Open Session

2. Chair – Ralph Cipolla

3. Call to Order- 6:03pm

4. Approval of Agenda – Carried.

5. Disclosure of Interest – None Declared.

6. Deputations

7. Minutes

January 21, 2014- Approved as amended. Clarification- mover and seconder of the Vice Chair and Treasurer motions.

Snow Removal:

Meeting with CAO tomorrow.

8. Closed Session

9. Open Session

10. Motions arising from Closed Session Discussions

11. Correspondence – Information Items

- a. Committee of Adjustment- Notices of Decision
- b. Office of the Mayor- Tag Days – Hospice Orillia
- c. Office of the Mayor – Tag Days – Orillia Prostate Cancer
- d. Office of the Mayor – Tag Days – Orillia Youth Opportunities Committee
- e. Office of the Mayor – Tag Days – 99 Lynx Orillia
- f. Office of the Mayor – Tag Days – Channel Cats
- g. Office of the Mayor – Tag Days – Wendat Community Programs
- h. Office of the Mayor – Tag Days – TAPP's Performing Arts

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- i. Office of the Mayor – Tag Days – Orillia Navy League of Canada (May 23 & 24)
- j. Office of the Mayor – Tag Days – Orillia Navy League of Canada (Sep 19 & 20)
- k. Hazel Soaes – Ticket Thank you
- l. City of Orillia - Cross Connection Control
Received as information.

12. Correspondence – Action Items

- a. Bill Tiffin, Tiffin's Creative Centre- Graffiti and Vandalism
Direction: Pass along to City of Orillia Bylaw. Send Bill a response as to action of the board.
- b. Orillia District Chamber Of Commerce – Chamber Awards
Direction: R.S.V.P. Mariano Tulipano, Ralph Cipolla, Sarah Valiquette-Thompson
- c. 37th Annual Scottish Festival – Sponsorship Request

Motion 1

Moved: Bob Willsey

Seconded: Mariano Tulipano

“THAT the Downtown Orillia Management Board sponsor a trophy at the 37th Annual Orillia Scottish Festival in the amount of \$180.00.

**AND THAT the cost be debited from the Community Event Sponsorship.”
Account.
Carried.**

13. Reports

- a. Personnel/Staff Task Report Update
Direction: Report back on cost of sticky film for window depicting old photos of downtown and/or a directory map.
- b. Financial Report

Motion 2

Moved: Bob Willsey

Seconded: Eric Cathcart

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“THAT the Downtown Orillia Management Board pay the financials dated February 18, 2014 in the amount of \$3327.01 as presented.”

Carried.

- c. Police/Merchant Meeting

Direction: Staff to co-ordinate meeting with Police Board in late April or early May.

- d. Parking Lot Directory Signage

Motion 3

Moved: Ron Spencer

Seconded: Eric Cathcart

“THAT the Downtown Orillia Management Board approve a budget of no more than \$4500.00 to produce and erect Downtown Business Directory Signage in Municipal Lots.

AND THAT the expense be debited from the Signage Account.”

Carried.

- e. Recreation Facility

Tribal coming back with the business case on Feb 26. *Direction: Staff to send out info to merchants.*

- f. Downtown Bags

Direction: Add qr code, explore a bag in a lighter colour, shrink kissy face pic, add corners to pic.

- g. Mail Chimp/Constant Contact

Motion 4

Moved: Bob Willsey

Seconded: Mariano Tulipano

“THAT the Downtown Orillia Management Board permit staff to purchase monthly plans from MailChimp, a newsletter deliverability website, in order to continue to communicate with Downtown Orillia subscribers.”

Carried.

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- h. Events Committee
Movies in the Square

Motion 5

Moved: Eric Cathcart

Seconded: Sarah Valiquette-Thompson

“THAT the Downtown Orillia Management Board establish a budget of no more than \$5000.00 to present Movies in the Square in 2014.

AND THAT staff be directed to seek sponsorship and sell refreshments to off-set some of the costs.”

Carried.

*Direction: Social media campaign supporting movies. Movie day coupons.
Movie plot contest.*

Winterrific:

Motion 6

Moved: Bob Willsey

Seconded: Pete Bowen

“THAT the DMB purchase an advertising campaign at a cost of \$600.00 plus HST on Sunshine 89.1.”

Carried.

Blues Festival – Working with the committee, proposal will be ready in March for approval

Ashiko: Working on partnering packages.

Culture Days: DMB is hoping to partner again

Market Square – We can program space, Library and Opera House don't have the funds to help with costs of programming.

Tap into Maple – Launches shortly, handful of Downtown merchants taking part. DMB will support with Social Media.

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i. Marketing Committee

Website:

Direction: Explore Auction Software similar to frugal Friday and Virtual Tour feature.

Logo:

Motion: 7

Moved: Bob Willsey

Seconded: Pete Bowen

“THAT the DMB adopt #3 of the logo designs as the new Downtown Logo.”

Carried.

Curious Tourist Guide

Direction: Investigate banner ad. Request Sales rep to attend March Board meeting.

Explore Orillia

Motion 8

Moved: Ron Spencer

Seconded: Bob Willsey

“THAT the Downtown Orillia Management Board purchase ad space within the Explore Orillia magazine for \$350.00.

AND THAT the Downtown Orillia Management Board allow staff to utilize similar artwork used within the Trent Severn Waterway advertising magazine.”

Carried.

j. Farmers Market Transition Committee – Next Meeting March 11.

k. Façade

City of Orillia Revising CIP's – DMB Committee Member Request

Motion 9

Moved: Pete Bowen

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Seconded: Bob Willsey

**“THAT the Downtown Orillia Management Board appoint Mariano Tulipano to serve as a representative on the City of Orillia Community Improvement Plan Committee.”
Carried.**

- I. EDC -
Direction: Follow up in regards to Doing Business pamphlet – Ask to add BIA contact info next run.
Discussed Tourism Survey information at EDC meeting. EDC will send report to DMB.

- m. Parking Advisory Committee – No Meeting

- n. Transit Committee - Debate on extended services occurred at last Transit Meeting.

- o. Streets Alive!
Guidebook Discussion
Direction: Staff to send email to member endorsing pre-paying for the guidebooks. DMB staff do not have the time to sell the guides for Streets Alive!

- p. Lakehead Update -

- q. Chamber Update- Feb 27 AGM and Business Achievement Awards.

14. Deputation Motions

15. Date of Next Meeting –March 18, 2014 –DOMB Board Room

16. Adjournment 8:39pm