

**DOWNTOWN ORILLIA MANAGEMENT BOARD**

**MEETING**

**MINUTES**

Tuesday March 18, 2014

6:00PM

in the DOMB Board Room

33 Mississauga St. W.

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

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Present: Susan Willsey, Mariano Tulipano, Ralph Cipolla, Nick Raseta, Ron Spencer, Bob Willsey

Regrets: Councillor Pete Bowen, Sarah Valiquette-Thompson, Eric Cathcart

Also Present: Rock Gervais, Councillor Patrick Kehoe, Jacklynn Tregunno, Lisa Thomson-Roop

**1. Open Session**

**2. Chair** – Ralph Cipolla

**3. Call to Order - 6:03 pm**

**4. Approval of Agenda** – Approved as amended. 13. n. Farmers Market Transition Committee immediately after 6.a.

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

**6. Deputations**

a. Curious The Tourist Guide, Rock Gervais

**13.n. Farmers' Market Transition Committee** – Councillor Kehoe provide an update to the board.

- Launch on the long weekend May 17. Farmers' Market Management Committee has recommended to Council to add a DMB and Chamber Rep.

**Motion 1**

**Moved: Bob Willsey**

**Seconded: Susan Willsey**

**“THAT Downtown Orillia Management Board recommend Sarah Valiquette-Thompson as the rep on the Farmers' Market Management Committee.”**  
**Carried.**

**7. Minutes**

February 18, 2014 – Carried.

**8. Closed Session**

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**9. Open Session**

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

**11. Correspondence – Information Items**

- a. Committee of Adjustment- Notice of Public Hearing
- b. Office of the Mayor- Tag Days – The Comfie Cat Shelter
- c. Office of the Mayor – Tag Days – Orillia Figure Skating Club
- d. Treasury Dept. – DMB Budget Report 2013
- e. Peter Street Arts District – Thank you- 2013 Spring Fling
- f. EDC – 2013 Visitor Survey Results – Pulled by Ralph, reason why people to come Orillia. Expensive...stores got a copy of the survey. Prefer to send it out in a email on its own. Clickable link... talking points.... Send to Robb asap. EDC.
- g. Committee of Adjustment – Notice of Decisions  
Received as information.

**12. Correspondence – Action Items**

- a. Bill Tiffin, Tiffin's Creative Centre – Friday Nights Car Club Downtown

**Motion 2**

**Moved: Bob Willsey**

**Seconded: Mariano Tulipano**

**“THAT the Downtown Orillia Management Board support the use of Municipal Parking Lot 2 to host the Twin Lakes Cruisers Car Club every Friday evening from May 30<sup>th</sup> for 15 weeks, excluding the weeks of Downtown events which have Mississauga Street closed.”**

**Carried.**

- b. CAO Roman Martuik – CAO Conference Apr 23-25 –

**Motion 3:**

**Moved: Susan Willsey**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board provide \$1000.00 (10.00/ register) in Downtown Dollars for the 100 welcome packages.**

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**AND THAT the DMB provide 100 VIP Discount flyers to be included in the packages.”**

**Carried.**

*Direction: Downtown Dollars must have Dec 31 expiry date. Include VIP flyers. Request material from BIA businesses.*

c. EDC – Tourism Co-op 2014 Request

**Motion4**

**Moved: Bob Willsey**

**Seconded: Nick Raseta**

**“THAT the Downtown Orillia Management Board participate in the 2014 Orillia Tourism Co-op at a cost of \$6000.00 to be debited from the Winter, Spring, Summer and Fall Promotion budgets.”**

**Carried.**

d. Bill and Linda Tiffin – Taste of Italy Week

*Direction: Survey restaurant stakeholders to determine the feasibility.*

### **13. Reports**

- a. Personnel/Staff Task Report Update – Receive as information
- b. Financial Report

**Motion 5**

**Moved: Bob Willsey**

**Seconded: Mariano Tulipano**

**“THAT the Downtown Orillia Management Board pay the financials dated March 18, 2014 in the amount of \$7,086.02, as presented.”**

**Carried.**

- c. Events Committee

Winter Carnival Wrap-up : *Direction: Surround slide with a few more activities. Ice sculptures, street hockey etc.*

Beatles Celebration – *Direction: Event must state Downtown Orillia Sidewalk/Street Sale.*

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**Motion 6**

**Moved: Susan Willsey**

**Seconded: Nick Rasetta**

**“THAT The Downtown Orillia Management Board agrees to formally partner with the Orillia Beatles Celebration and run a street festival the on July 25-26, 2014;**

**AND THAT the DMB provide a budget of \$11, 500.00 to program and advertise the Street Sale portion of the Beatles Celebration to be debited from the 2014 Summer Promotion Account.”**

**Carried.**

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Blues Festival

**Motion 7**

**Moved: Susan Willsey**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board partner with the 2014 Orillia Spring Blues Festival at a cost of no more than \$2000, as outlined in the Partnership and Sponsorship agreement.**

**AND THAT the DMB sponsor the 2014 festival in the amount of \$1000 and \$250 Downtown Dollars.**

**AND THAT Downtown Orillia be recognized as a Level 2 sponsor by the Blues Festival.”**

**Carried.**

Ashiko

**Motion 8**

**Moved: Susan Willsey**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board partner with the 2014**

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**Ashiko World Music Festival as outlined in the Partnership and Sponsorship agreement.**

**AND THAT the DMB provide a sponsorship in the amount of \$450.00, to help offset printing costs of the fundraising festival for the food bank.**

**AND THAT the DMB set aside an additional \$900 to be used for venue cost sharing.”**

**Carried.**

- d. Marketing Committee  
Logo –Tag Line

**Motion 9**

**Moved: Bob Willsey**

**Seconded: Nick Raseta**

**“THAT the Downtown Orillia Management Board adopt the tag line as recommended by the Marketing Committee. *“Where Life Happens”* “**  
**Carried.**

- e. Escape From the City- Spring & Summer 2014

**Motion 10**

**Moved: Ron Spencer**

**Seconded: Nick Raseta**

**“THAT the Downtown Orillia Management Board purchase a half page ad in the Spring edition of the Escape from City publication at a cost of \$959.00 to be debited from the Spring Promotion Account.**

**AND THAT the DMB purchase a full page ad in the summer edition at a cost of \$959.00 to be debited from the Summer Promotion Account.**

**AND THAT the DMB sell portions of the full page ad to BIA members to offset costs of the summer ad. Subject to staff research.”**

**Carried.**

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f. Website

**Motion 11**

**Moved: Nick Raseta**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board release \$2570.75 as the first of two payments to initiate Phase 2 of the website development as proposed by the AGENCY and Orillia ProNET;**

**AND THAT the remaining \$2570.75 (taxes included) be paid on completion of Phase 2;**

**AND THAT the total cost of 5141.50 taxes included be debited form the Website account.”**

**Carried.**

g. Virtual Tour

*Direction: Report back with more quotes.*

h. Downtown Revitalization

*Direction: Request Councillors ask DMB for input before proposing Downtown related infrastructure to Council*

i. Retail Mix

*Direction: Research RFP's, call the Recruitment and Revitalization Committee together*

j. 2014 Priorities – *Direction: Bring up at a social meeting, request members to put short term suggestion in box this board can address.*

k. Downtown Orillia Banners

**Motion 12**

**Moved: Bob Willsey**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board purchase 6 Special Event Downtown Orillia Banners to be displayed during downtown events on barricades and at events sponsored by the Downtown.**

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**AND THAT the cost not exceed \$650.00 plus HST be debited from the Signage Account.”**

**Carried.**

- l. Biway Beautification  
*Receive report as information.*
- m. Downtown Community Leadership Awards – AGM  
*Direction: Jacklynn to report back at a later date.*
- n. Farmers Market Transition Committee
- o. Façade
- p. EDC  
No meeting.
- q. Parking Advisory Committee
- r. Transit Committee - no update
- s. Streets Alive! – Design binder at Apple Annie’s
- t. Lakehead Update – no meeting
- u. Chamber Update – Working on the Port opening, Perch Festival, Business Achievement Awards were successful.

**14. Deputation Motions**

**Motion 13**

**Moved: Susan Willsey**

**Seconded: Bob Willsey**

**“THAT the Downtown Orillia Management Board purchase 5 ads in Curious the Tourist Guide;**

**AND THAT the \$ 1560.00 cost be debited from the Spring, Summer and Fall Promotion Accounts.**

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**Carried.**

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

**16. Adjournment- 8:59pm**