

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL MEETING**

Minutes

Monday April 7, 2014

9:30AM

in the DOMB Board Room

33 Mississauga St. W.

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

Present: Ralph Cipolla, Councillor Pete Bowen, Susan Willsey, Bob Willsey, Eric Cathcart, Ron Spencer

Regrets: Mariano Tulipano, Sarah Valiquette-Thompson, Nick Raseta

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

- 1. Open Session**
- 2. Chair – Ralph Cipolla**
- 3. Call to Order – 9:30am**
- 4. Approval of Agenda – Approved.**
- 5. Disclosure of Interest**
- 6. Deputations**
- 7. Minutes**
- 8. Closed Session**
- 9. Open Session**
- 10. Motions arising from Closed Session Discussions**
- 11. Correspondence – Information Items**
- 12. Correspondence – Action Items**

Motion 1:

Moved: Ron Spencer

Seconded: Pete Bowen

“THAT the following motion from the Special Meeting of the Downtown Orillia Management Board helped on March 26, 2014 be reconsidered:

“THAT the DMB move the May Sidewalk Sale to Friday and Saturday on June 20-21, 2014;

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AND THAT we partner with Christmas in June at the Port.”

Carried.

1. BIA Member response – re Moving May Sidewalk Sale Event to June.
 - a. Sirkka Fashions - email dated March 31, 2014
 - b. Flawless Boutique - email dated March 30, 2014
 - c. Dapper Depot – phone messages to Manager dated March 28, 2014
 - d. CC Fashions – phone messages to Manager dated March 28, 2014
 - e. Say Yes Bridal – email dated March 28, 2014
 - f. Perfect Timing – email dated March 28, 2014
 - g. Xavier Fernandes – email dated March 28, 2014
 - h. Flawless Boutique- phone message to Manager dated April 3, 2014
 - i. Judy McLaughlin – email dated April 3, 2014
 - j. tnt fine lingerie – email dated April 3, 2014

Motion 2

Moved: Bob Willsey

Seconded: Pete Bowen

“THAT the DMB move the May Sidewalk Sale to Friday and Saturday on June 201-21, 2014;

AND THAT we partner with Christmas in June at the Port.”

LOST.

Discussion:

- Option: May – Two day mini sidewalk sale in Block 2 on May 23-24 where the majority of the clothing stores are located and where majority of concerned members are located. Purely Retail Sales Event. All BIA members will be asked if they would like to participate. Logistics of changerooms and point of sale devices can be solved. Plus the one day full street closure event on June 21 in conjunction with Streets Alive!
- An event on June 21 is ideal as tourists are here, weather is better, Streets Alive! clientele a great target market. Believe the retailers will do much better at that time of year in terms of sales.
- Another Option: One day sidewalk sale on May 24 and one day event one June 21 all six blocks closed.

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- Mini Sidewalk Sale – all block options were analyzed and it was determined that closing Mississauga between Peter and Matchedash was the best option as the majority of clothing retailers are located there.

- Two day mini sale in May (not full street block closure) will require waiving policy that May Sidewalk Sale must be 5 blocks. Full closure in June will address this and will serve as one of the three DMB organized events that require a 5 block closure. Policy should be waived in this case as it's much more cost efficient to run a smaller sale in May to address the concerns of the retail outlets who can't wait until June to move inventory.

Motion 3

Moved: Bob Willsey

Seconded: Ron Spencer

“THAT the May Sale be held two days with a one block closure in block 2.

AND THAT a full street closure occur on June 21 in partnership with Streets Alive!”

Carried. (5-1)

13. Reports

14. Deputation Motions

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

16. Adjournment – 10:40am