

**DOWNTOWN ORILLIA MANAGEMENT BOARD**

**MEETING**

**MINUTES**

Tuesday May 20, 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: Ralph Cipolla, Mariano Tulipano, Susan Willsey, Sarah Valiquette-Thompson, Ron Spencer, Eric Cathcart, Councillor Pete Bowen**

**Regrets: Bob Willsey, Nick Raseta**

**Also Present: Wendy Fairbairn, Jeff Duggan, Ian Sugden, Lisa Thomson-Roop, Jacklynn Tregunno**

**1. Open Session**

**2. Chair – Ralph Cipolla**

**3. Call to Order – 6:00pm**

**4. Approval of Agenda- Carried**

**5. Disclosure of Interest**

13. b. Financials – Ralph Cipolla, Susan Willsey and Sarah Valiquette-Thompson all listed as payees in financial report.

**6. Deputations**

a. Orillia Opera House Summer Theatre – Wendy Fairbairn, Opera House General Manager

\$1500 sponsorship request.

b. Heritage Conservation Area- Jeff Duggan, Senior Planner City of Orillia, Ian Sugden  
Request to support Heritage Conservation Area

**7. Minutes**

April 15, 2014 - Carried

May 8, 2014 - Carried

**8. Closed Session**

**9. Open Session**

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

**11. Correspondence – Information Items**

a. Office of the City Clerk – Cruise Night Approval

b. Committee of Adjustment – Notices of Decision

c. Office of the Mayor- Tag Days - Information Orillia

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- d. Treasury Department – DMB Budget Report – March 2014
  - e. Treasury Department – DMB Detailed Trial Balance – March 2014
  - f. Ministry of Citizenship – Achievement Award – Voluntarism
  - g. Committee of Adjustment –Notice of Public Hearing
  - h. Committee of Adjustment –Notice of Public Hearing
- Receive as information.*

**12. Correspondence – Action Items**

- a. RTO7 Partnership Funding Opportunities-  
*Direction: Explore opportunities in particular related to website.*
  
- b. Lakehead University – Chancellors Dinner and Convocation Invitation.  
*Receive as information.*

- c. Bob Willsey – Resignation Letter –

**Motion 1**

**Moved: Mariano Tulipano**

**Seconded: Susan Willsey**

**“THAT the Downtown Orillia Management Board accept the resignation of Bob Willsey of Mariposa Market with regrets;**

**AND THAT staff advertise the vacancy to BIA member as per 4.15.2. – Board Vacancies – Filling a Vacancy in the Last Year of a Term.”**

**Carried.**

- d. Orillia Stage Company – 2014 Program advertisement

*Receive as information.*

**13. Reports**

- a. Personnel/Staff Task Report Update  
- Mobile contesting platform
  
- b. Financial Report – Sarah Valiquette- Thompson, Ralph Cipolla, Susan Wilsey declared conflict as all are listed a payees.

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**Motion 2**

**Moved: Eric Cathcart**

**Seconded: Ron Spencer**

**“THAT the Downtown Orillia Management Board pay expenses as presented in the May 20, 2014 Financial Report in the amount of \$15,583.83.”**

**Carried.**

*Direction: Constant Contact. Offer promotional opportunity to BIA businesses to have office send out ad to our subscribers at a cost of approx. \$25. Offer a 1 time free opportunity.*

c. Events Committee

*Receive as information.*

*Direction: Send DMB Event information to Farmers' Market, including hours.*

d. Marketing Committee

*Receive as information.*

e. Website

*Direction: request website designers attend DMB meeting to ask Agency to come in and discuss where we are in the process, SEO and App.*

f. Wine Festival in the Fall –

*Receive as information.*

g. Arts and Dessert Promo for June 21-

*Direction: Send information to Events Committee for discussion.*

h. Municipal Affairs Minister – Possible Meeting –

*Defer until after the Provincial Election.*

i. Cordless Drill for Maintenance

**Motion 3**

**Moved: Susan Willsey**

**Seconded: Eric Cathcart**

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**“THAT the Downtown Orillia Management Board purchase a cordless 20V Hammer Drill at a cost not to exceed \$260.00 plus HST;**

**AND THAT the cost be debited form the Materials and Supplies Maintenance Budget.”**

**Carried.**

j. New Board Member  
*Follow BIA procedure.*

k. Treasurer of Board

**Motion 4**

**Moved: Susan Willsey**

**Seconded: Eric Cathcart**

**“THAT the Downtown Orillia Management Board appoint Sarah Valiquette-Thompson as Treasurer of the Board to replace outgoing director Bob Willsey until replaced.”**

**Carried.**

l. BIA Conference  
*Receive as information.*

m. Survey Community

**Motion 5**

**Moved: Sarah Valiquette-Thompson**

**Seconded: Pete Bowen**

**“THAT the Downtown Orillia Management Board direct staff to produce a report outlining survey questions, collection of data methods, partnership opportunities, budget and data use opportunities of community surveys.**

**Carried.**

n. Free Parking Criteria of Success  
*Direction: Request success criteria from Burlington BIA. Councillor Bowen will arrange a meeting with Treasurer to discuss the cost of free Saturday's.*

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- o. Virtual Tour

*Receive as information.*

- p. Farmers Market Transition Committee

*Direction: Follow up with clerk's department as to whether or not Chamber and DMB seats were appointed.*

- q. Façade

Carousel Collectables Sign Grant

**Motion 6**

**Moved: Susan Willsey**

**Seconded: Eric Cathcart**

**““THAT the Downtown Orillia Management Board approve a Signboard Grant in the amount of \$776.00 to Mary and Lorne Van Sinclair, owners of Carousel Collectables at 27 Mississaga Street West. This is 40% of the \$1950.00 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.**

- r. EDC

**Motion 7**

**Moved: Sarah Valiquette-Thompson**

**Seconded: Eric Cathcart**

**““THAT the DMB appoint Ralph Cipolla, Susan Willsey and Ron Spencer to sit on the EDC/DMB Parking committee to establish Free Parking Success Criteria.”**

**Carried.**

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- s. Parking Advisory Committee

**Motion 8**

**Moved: Susan Willsey**

**Seconded: Sarah Valiquette-Thompson**

**“THAT the Downtown Orillia Management Board recommend to Council it appoint Eric Cathcart as the DMB representative on the Parking Advisory Committee to replace Bob Willsey.**

**Carried.**

- t. Transit Committee

*Receive as information.*

**Motion to go past 9pm – Carried.**

- u. Streets Alive!

*Receive as Information.*

- v. Lakehead Update

*Receive as Information.*

- w. Chamber Update

*Receive as information.*

*Sarah Valiquette-Thompson left at 9:07pm*

**14. Deputation Motions**

LOL Summer Theatre Sponsorship

**Motion 9**

**Moved: Ron Spencer**

**Seconded: Eric Cathcart**

**“THAT the DMB sponsor the 2014 LOL Summer Theatre Season at a cost of \$1500.00.**

**AND THAT the sponsorship be debited from the Summer Promo Account.”**  
**Carried.**

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Heritage Conservation District: *Deferred to next meeting. Direction: send study to Board members for review.*

**15. Date of Next Meeting** – June 17, 2014 –DOMB Board Room

**16. Adjournment -9:25pm**