

DOWNTOWN ORILLIA MANAGEMENT BOARD

REGULAR BOARD MEETING

AGENDA

August 18, 2015

6:00PM

in the DMB Board Room

33 Mississauga St. W.

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

Present: Ron Spencer, Allan Francoz, Al Wallace, Susan Willsey, Michael Knight, Councillor Pat Hehn, Dianne Cipolla, Rick Sinotte

Regrets: Mary VanSinclair

Also Present: Lisa Thomson-Roop, Courtney Thompson (staff)

1. Open Session

2. Chair – Ron Spencer

3. Call to Order – 6:10 pm

4. Approval of Agenda - Carried

5. Disclosure of Interest – None declared.

6. Deputations

7. Minutes

July 21, 2015 – Carried.

8. Closed Session

There are no closed session items.

9. Correspondence – Information Items

a. Treasury Dept. – DMB Budget Report – June

b. Treasury Dept. – DMB Detailed Trial Balance – June

c. Office of the City Clerk – Free Saturday Parking Trial

d. Mariposa Folk Festival – Partnership & Sponsorship Thank you

e. Clerk's Dept. – Parking Deputation to Council

Receive as information.

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10. Correspondence – Action Items

a. Ontario's Lake Country – 2016 Guidebook Advertisement

Motion 1

Moved: Allan Francoz

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board purchase a ½ page vertical ad in the 2016 Lake Country Visitor Guide Book at a cost of \$849.00 plus HST;

AND THAT the cost be debited from the 2016 Seasonal Promotions Accounts.”
Carried.

Direction: Events oriented text. Consistent look with other downtown ads.

b. Ontario's Lake Country – Digital Marketing Opportunities

Receive as information.

c. Lakehead University – 50 Years Sponsorship Package

Direction: Interested in supporting the home coming weekend. Contact Lakehead to determine if we can support through welcome bags, downtown dollars etc.

d. Orillia Wind Ensemble – Concert Program Advertisement Opportunity

Direction: Send a letter noting our community group support policy i.e. if you are supported by our members, the BIA does not support as it's our members money. Offer to promote events and concerts on our website.

e. Orillia CDC – Business Expo Registration

Motion 2

Moved: Susan Willsey

Seconded: Michael Knight

“THAT the DMB rent a booth space for \$150.00 at the 5th Annual Orillia & Lake Country Business Expo.”

Carried.

Direction: Call out to BIA businesses to see if they would like to supply promotional items/giveaways to promote their business at the booth.

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f. Orillia CDC – Grant Writing Workshop

Motion 3

Moved: Michael Knight

Seconded: Allan Francoz

“THAT the Downtown Orillia Management Board register Courtney Thompson all 3 workshops presented by the CDC;

AND THAT the \$90.00 plus HST cost be debited from the conferences account;

AND THAT Lisa Thomson-Roop attend the time management workshop if time permits at a cost of \$45.00 plus HST.”

Carried.

g. RNR Resources – Rotary Place Wall Advertisement

Motion 4

Moved: Michael Knight

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board renew its contract with RNR Resources for 2 wall boards in the blue and green ice surfaces at Rotary Place for Sep 2015- to August 2016

AND THAT 1200.00 plus HST be debited from the Signage Account.”

Carried.

h. Lighthouse & Canadian Mental Health Association – Building Hope Support Letter Request

Motion 5

Moved: Rick Sinotte

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board write a letter of support for the Building Hope project.”

Carried.

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11. Reports

a. Financial Report

Motion 6

Moved: Rick Sinotte

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board pay the financials dated August 18, 2015 in the amount of \$11, 206.23 as presented.”

Carried.

Direction: Continue to sell Beatles T-shirts via window display, website, some stores.

b. Events Committee

Motion 7

Moved: Michael Knight

Seconded: Rick Sinotte

“THAT the Downtown Orillia Management Board only continue its partnership with the Beatles Celebration Committee if a dependable committee is formed that is properly resourced by the end of September 2015;

AND THAT if a committee is not formed by October 1st staff move forward and develop a new fresh street festival concept that will appeal to larger customer base.”

Carried.

Car Show Update

Receive as information.

Direction: Try to put sponsors in front of empty store fronts if possible to avoid booths hiding the businesses.

c. 2016 Budget Committee

Direction: Move forward with preparing the 2016 Budget with additions as outlined. Send Councillor Hehn the truck letter so she has the information required during City budget discussions.

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d. Graffiti Downtown

Direction: Send letter to OPP Inspector Morris noting the increase in unwanted and destructive behavior; Suggest to Diane to speak to police and book a site visit for suggestions to curb behavior; Send letter to city requesting timeline on better lighting in downtown Orillia; Councillor Hehn will follow up with Orillia Detachment.

e. Sidewalk Permits

Direction: Request a bylaw officer to sit on the committee to help develop criteria.

f. Centennial Coin

Councillor Hehn and Michael Knight will investigate costs and feasibility and report back.

g. Pedestrian Zone Test

Receive as Information.

Consider moving the area, could a laneway or alleyway be used?

h. AGM Date

Motion 8

Moved: Dianne Cipolla

Seconded: Rick Sinotte

“THAT the Downtown Orillia Management Board hold its Annual General Meeting on October 6th or 7th , 2015 depending on venue availability.”

Carried.

i. Economic Development Committee

No Meeting.

j. Beautification, Maintenance and Seasonal Décor Committee

No meeting.

k. Transit Advisory Committee

No meeting.

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- I. Farmers Market Management Committee
Deferred to next meeting when rep. is in attendance.

- m. Chamber of Commerce Update
No meeting.

- n. Façade Improvement Grant Panel
No applications.

12. Deputation Motions

13. Date of Next Meeting – Changed to September 8, 2015 in order to pass the budget.

14. Adjournment – 8:10pm