

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
REGULAR MEETING  
MINUTES**

February 17, 2015  
6:00PM  
in the DMB Board Room  
33 Mississauga St. W.

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

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Present: Ron Spencer, Michael Knight, Mary VanSinclair, Susan Willsey, Al Wallace,  
Councillor Pat Hehn,

Regrets: Dianne Cipolla, Tyler Knight, Allan Francoz

Also Present: Lisa Thomson-Roop (staff), Leslie Fournier, Kevin Gangloff, Sarah Duffy

**1. Open Session**

**2. Chair – Ron Spencer**

**3. Call to Order – 6:07pm**

**4. Approval of Agenda –** *Carried as amended. Deputation Motions to immediately follow Deputation.*

**5. Disclosure of Interest - None Declared.**

**6. Deputations**

- a. Roots North Music Festival – Kevin Gangloff , Sarah Duffy.
- b. Streets Alive! Doors of Downtown Orillia – Leslie Fournier

**7. Deputation Motions**

**Motion 1**

**Moved: Michael Knight**

**Seconded: Al Wallace**

**"THAT the Downtown Orillia Management Board sponsor the Roots North Music Festival in Downtown Orillia on April 24-25th in the amount of \$200.00;**

**AND THAT the DMB staff provide promotional support via social media channels;**

**AND THAT the sponsorship be debited from the Spring Promotion Account;**

**AND THAT the Board provide 50/50 venue entertainment fee matching with a cap of 600.00 for the weekend. (\$150 maximum per venue). "**

**Carried.**

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**Motion 2**

**Moved: Michael Knight**

**Seconded: Susan Willsey**

**"THAT the Downtown Orillia Management Board sponsor Streets Alive! Doors of Downtown in the amount of \$7000.00;**

**AND THAT the sponsorship be debited from the seasonal promotional accounts."**

**AND THAT the guidebook be produced, DMB staff are provided a map of where they are going ahead of time, and Street Alive! work with the DMB staff on placement of the doors."**

**Carried.**

**8. Minutes**

January 20, 2015 – Carried.

**9. Closed Session**

- a. Motion to move into Closed Session

**Motion 3**

**Moved: Susan Willsey**

**Seconded: Mary VanSinclair**

**THAT, pursuant to Section 239(4) of the Municipal Act, 2001, S.O. 2001, c.25, notice is hereby given that the Downtown Orillia Management Board intends to move into a closed session meeting in the Downtown Orillia Management Board Room to deal with matters pursuant to Section 239(2) (f ) of the said Act (Legal).**

**Carried.**

- b. Closed Session Items

Downtown Orillia Management Board Office Lease Space

- c. Motion to rise and report to Open Session

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**Motion 4**

**Moved: Mary VanSinclair**

**Seconded: Susan Willsey**

**"THAT the Downtown Orillia Management Board rise and report to open session."**

**Carried.**

**10. Open Session**

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

*The board discussed the office lease terms outlined in the closed session report dated February 17, 2015 and provided direction to staff.*

**12. Correspondence – Information Items**

a. Office of the City Clerk – Request for Mount Mississauga Street Closure

b. Committee of Adjustment – Notices of Public Hearing

*Receive as Information.*

**13. Correspondence – Action Items**

a. Orillia Power – ½ Price Downtown Dollars Request

**Motion 5**

**Moved: Susan Willsey**

**Seconded: Mary VanSinclair**

**"THAT the Downtown Orillia Management Board offer 50 1/2 price \$10.00 Downtown Dollars to Orillia Power at a cost of \$250.00 to be debited from the Community Events Sponsorship account."**

**Carried.**

b. Orillia District Chamber Awards- Marketing and Promotions Category Win  
*Al Wallace, Lisa Thomson-Roop, Mary VanSinclair will attend.*

c. Burnett's Buy and Sell – Winterrific Poster Return Note

*Direction: Write requesting apology, noting the office will no longer be communicating with the member until owner agrees to communicate in a more professional manner.*

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**14. Reports**

- a. Employee Status Reports  
*Receive as information.*  
*Direction: No longer require this on the agenda. Explore ways to keep board members informed of progress on major projects.*
  
- b. Financial Report  
*Michael Knight declared a conflict as he is an owner of Co-op Parking.*

**Motion 6**

**Moved: Al Wallace**

**Seconded: Susan Willsey**

**"THAT the Downtown Orillia Management Board pay the financials listed in the February 17, 2015 statement report totaling \$4,271.26."**

**Carried.**

- c. Parking Advisory Representative

**Motion 7**

**Moved: Susan Willsey**

**Seconded: Michael Knight**

**"THAT the Downtown Orillia Management Board recommend to Council to appoint director Allan Francoz as the DMB representative to the Parking Advisory Committee."**

**Carried.**

- d. Façade Improvement Grant Program  
19-27 Mississaga Street East

**Motion 8**

**Moved: Michael Knight**

**Seconded: Al Wallace**

**"THAT the Downtown Orillia Management Board approve a Façade Grant, upon approval of the City of Orillia Planning Department's approval, in the amount of \$5000.00 to Mariano Tulipano owner of 1339102 Ontario Inc. at 19-27 Mississaga Street East. This is the maximum amount**

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**granted of the \$21,966.00 estimated improvement. Payment will be issued on completion of the improvement and submission of paid receipts and a photo of the new facade to the DMB office.**

**Carried.**

*Direction: Explore Façade Improvement Grant Program guideline changes in particular raising the \$5,000 maximum grant value to \$10,000 .*

e. Events Committee

**Motion 9**

**Moved: Susan Willsey**

**Seconded: Mary VanSinclair**

**"THAT the Downtown Orillia Management Board authorize the Events Committee to produce the following events with the following budgets:**

- **May Sidewalk Sale-\$11,500 (\$3000 revenue generated) Spring Promo**
- **July Sidewalk Sale/Beatles-\$11,500(\$3000 revenue generated) Summer Promo**
- **Christmas Campaign-\$18,000 Old Fashioned Christmas Budgets \* *approved in DMB 2015 budget.***

**AND THAT staff be authorized to produce the following events using board liaisons when required with the following budgets to be approved by the board:**

- **Easter Egg Hunt \$1000 \* *approved in DMB 2015 budget***
- **Bring on Spring Promotion (staff time , social media)**
- **Boat Show (to be determined)**
- **Pan Am Torch Run In-Kind**
- **Doors Open/Doors of Downtown Launch-in kind**
- **Mariposa Downtown Stage-\$7000.00**
- **Classic Car Show-\$30,000(\$20,000 revenue generated)\* *approved in DMB 2015 budget***
- **Jazz Festival (to be determined)**

**Carried.**

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- f. Mariposa Folk Festival Downtown Stage Partnership Agreement

**Motion 10**

**Moved: Al Wallace**

**Seconded: Susan Willsey**

**"THAT the Downtown Orillia Management Board sponsor the 2015 Mariposa Folk Festival in the amount of \$2500.00;**

**AND THAT the Sponsorship include the following:**

- **A Downtown Mariposa Shuttle stage on Mississauga Street Friday and Saturday that is listed as an official stage in the program**
- **Mariposa will help with set-up and programming, however the DMB will be responsible for the cost**
- **website presence**
- **a dedicated shuttle be provided to the Downtown throughout the entire festival that will be promoted at the site, the website and on the big screen during the festival;**

**AND THAT a budget of \$3500 be established to program and promote stage as per partnership agreement;**

**AND THAT the DMB purchase up to a \$1000 ad to help offset Downtown business ads in the Mariposa Folk Festival Guide"**

**Carried.**

- g. Security Cameras

**Motion 11**

**Moved: Michael Knight**

**Seconded: Susan Willsey**

**"THAT the Downtown Orillia Management Board recommend to the Police Services Board that a surveillance camera be installed at the intersection of Andrew and Mississauga Street West.**

**Carried.**

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- h. Office Staffing – Marketing/Events Co-ordinator

**Motion 12**

**Moved: Mary VanSinclair**

**Seconded: Susan Willsey**

**"THAT Al Wallace replace Tyler Knight on the hiring committee."**

**Carried.**

*Direction: Get in touch with Linda White at VICARS to explore safety planning for the office.*

- i. Signage Bylaw

*Direction: Keep track of the time spent on signs. Investigate the costs associated with DMB's involvement with the Sign Bylaw.*

- j. Winter Carnival Slide

*Receive as information*

- k. Website – Spaces for Rent Section

**Motion 13**

**Moved: Susan Willsey**

**Seconded: Mary VanSinclair**

**"THAT the Downtown Orillia Management Board hire Orillia ProNet to develop a "For Rent" section on the Downtown Orillia website at a cost not to exceed \$600.00;**

**AND THAT staff be directed to design 12 Downtown "for rent" signs to be placed in the windows at a cost not to exceed \$400.00;**

**AND THAT the costs be debited from the Website and Signage Accounts."**

**Carried.**

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I. Rotary Place Ad – Artwork Update

**Motion 14**

**Moved: Michael Knight**

**Seconded: Susan Willsey**

**"THAT the Downtown Orillia Management Board update the 2 hanging billboards ads at the Rotary Place rinks with design option #2;**

**AND THAT the \$330.00 plus HST cost be debited from the signage account"**

**Carried.**

*Direction: Distribute final design to board via email.*

**15. Deputation Motions – Moved to immediately following Deputations.**

**16. Date of Next Meeting – March 17, 2015**

**17. Adjournment – 9:43pm**