

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
SPECIAL MEETING  
MINUTES**

April 1, 2015

5:45PM

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, Allan Francoz, Michael Knight, Dianne Cipolla, Al Wallace,  
Councillor Pat Hehn**

**Regrets: Mary VanSinclair, Susan Willsey**

**1. Open Session**

**2. Chair – Ron Spencer**

**3. Call to Order – 5:52pm**

**4. Approval of Agenda - Carried**

**5. Disclosure of Interest**

**6. Deputations**

a. Orillia OPP Detachment Commander – Introduction – Inspector Pat Morris, Sgt. Avery

b. Orillia Opera Summer Season – Downtown Partnership – G.M. Wendy Fairbairn  
Seeking sponsorship for the upcoming season (May 1 2015-April 30 2016)

*Dianne Cipolla arrived at 6:36pm*

**7. Minutes**

February 17, 2015 – Carried.

**8. Closed Session**

**9. Open Session**

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

**11. Correspondence – Information Items**

a. Office of the City Clerk – Board Member Representatives on City Committees

b. Office of the City Clerk – Budget Committee – Boards, Committees & Agencies

c. Office of the City Clerk – Branding and Wayfinding Project

d. Treasury Dept. – DMB Budget Report – Dec 2014

e. Treasury Dept. – DMB Detailed Trial Balance – Dec 2014

f. Treasury Dept. – DMB Budget Report – Jan 2015

g. Treasury Dept. – DMB Detailed Trial Balance – Jan 2015

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h. Treasury Dept. – DMB Budget Report – Feb 2015

i. Treasury Dept. – DMB Detailed Trial Balance – Feb 2015

*Receive as information.*

**12. Correspondence – Action Items**

a. OBIAA – National Conference

**Motion 1**

**Moved: Michael Knight**

**Seconded: Allan Francoz**

**“THAT the Downtown Orillia Management Board send Lisa Thomson-Roop and another staff member to the 2015 BIA Conference in Toronto at a cost of \$675.00 plus HST plus accommodations, food and travel.”**

**Carried.**

b. Tyler Knight Resignation Letter

**Motion 2**

**Moved: Al Wallace**

**Seconded: Michael Knight**

**“THAT the Downtown Orillia Management Board accept Director Tyler Knight’s resignation dated February 16, 2015”**

**Carried.**

EDC Appointment

**Motion 3**

**Moved: Michael Knight**

**Seconded: Allan Francoz**

**“THAT the Downtown Orillia Management recommend to Orillia City Council Ron Spencer replace Tyler Knight as the DMB representative on the Economic Development committee.”**

**Carried.**

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c. OMAH – Festival of Banners Sponsorship Request

**Motion 4**

**Moved: Michael Knight**

**Seconded: Dianne Cipolla**

**“THAT the Downtown Orillia Management Board sponsor the 2015 Orillia Festival of Banners in the amount of \$1000 and in-kind installation and removal of the banners;**

**AND THAT the DMB provide an in-kind sponsorship of staff-time to complete the installation and removal of banners;**

**AND THAT \$250 Downtown Dollars be provided as a prize.”**

**Carried.**

d. Curious the Tourist Guide – Advertising Opportunity – *Receive as Information*

e. Exploring Orillia Guide – Advertising Opportunity – *Receive as Information*

f. EDC – Julia Crowder – Free Parking on Weekends

*Direction: Send correspondence noting the board believes more accurate responses could be achieved through a parking forum with select merchants from different blocks and business types.*

*Suggested changes to proposed survey questions:*

*1. Lots only. Where it occurred.*

*2. Business name – Business type*

g. Sunshine Ukulele Network – Workshop Sponsorship Request

*Receive as information. Direction: Offer social media and promotional support.*

h. YMCA of Simcoe Muskoka – Move to Give

**Motion 5**

**Moved: Allan Francoz**

**Seconded: Michael Knight**

**“THAT the Downtown Orillia Management Board distributes via email the Move to Give Sponsorship package to its BIA members list”**

**Carried.**

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i. Annual Orillia and Area Tourism Co-op Report

**Motion 6**

**Moved Michael knight**

**Seconded: Al Wallace**

**“THAT the Downtown Orillia Management Board participate in the 5<sup>th</sup> Annual Orillia and Area Tourism Co-op 2015 package;**

**AND THAT the \$6000 plus HST partnership cost be debited from the seasonal Promotional Account Budgets.”**

**Carried.**

Approval to go past 9pm.

j. Interim Wayfinding Signage Report

*Direction: Send correspondence requesting TODs signage in the south end of the city on Highway 11 at Highway 12 exit and/or Memorial.*

k. Signage – CashMoney –Variance

*Defer until the board receives updated information.*

**13. Reports**

a. Financial Report

**Motion 7**

**Moved: Al Wallace**

**Seconded: Allan Francoz**

**“THAT the Downtown Orillia Management Board pay the financial listed in the April 1, 2015 statement report totaling \$5,048.88”**

**Carried.**

b. Events Committee

*Receive as information. Defer Jazz Sponsorship Request to next meeting.*

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

**Motion 8**

**Moved: Allan Francoz**

**Seconded: Michael Knight**

**“THAT the Downtown Orillia Management Board hire Courtney Thompson as the Event and Marketing Co-ordinator at the compensation level outlined in the job description.”**

**Carried.**

- d. Winter Carnival Slide  
*Defer to 2016 Budget discussion.*
- e. Economic Development Committee  
*Receive as information*
- f. DMB Budget  
*Set a meeting in June to discuss 2016 budget.*
- g. BIA Expansion  
*Set a meeting in June to discuss 2016 budget.*
- h. Banner Report

**Motion 9**

**Moved: Al Wallace**

**Seconded: Dianne Cipolla**

**“THAT the Downtown Management Board order 32 Event/Promotional vinyl banners from Askett Printing at a cost of not to exceed \$2100.00 plus shipping and HST.**

**AND THAT the cost to be debited from the Signage and Seasonal Promotional budgets.”**

**Carried.**

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- i. Beautification, Maintenance and Seasonal Decor Committee  
*Direction: Send truck request letter to Mayor.*
  
- j. Parking Advisory Committee  
*No Meeting. No report.*
  
- k. Transit Advisory Committee  
*Receive as information.*
  - *Looking bus terminal location and adding a route.*
  - *Transit study to be completed.*
  
- l. Farmers' Market Management Committee
  
- m. Chamber of Commerce Update  
*No report*
  
- n. Façade Improvement Grant Panel  
*No report.*
  
- o. April Meeting Date

**Motion 10**

**Moved: Allan Francoz**

**Seconded: Michael Knight**

**“THAT the Downtown Orillia Management Board move the April board meeting to the 28<sup>th</sup> of April at 6pm to accommodate staff and board members attending the BIA conference.”**

**Carried.**

**14. Deputation Motions**

*Direction: Discuss ticket sponsorship program in terms of individual stores sponsoring different shows.*

**15. Date of Next Meeting – April 21, 2015**

**16. Adjournment: 10:10pm**