

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL MEETING
MINUTES**

Wednesday January 13, 2016

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, Dianne Cipolla, Michael Knight, Al Wallace, Rick Sinotte, Mary VanSinclair Susan Willsey, Councillor Pat Hehn

Regrets: Allan Francoz

Also Present: Councillor Ralph Cipolla, Lisa Thomson-Roop, Courtney Thompson (*staff*)

1. Open Session

The Manager of the DMB Opened the Session and conducted the election of Chair.

2. Chair – Election

Motion 1

Moved: Susan Willsey

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board appoint Ron Spencer as the Chair of the 2016 term.”

Carried.

3. Call to Order – 6:15pm

Motion 2

Moved: Al Wallace

Seconded: Rick Sinotte

“THAT the Downtown Orillia Management Board appoint Michael Knight as Vice-Chair of the board of directors for the 2016 term.”

Carried.

Motion 3

Moved Al Wallace

Seconded: Rick Sinotte

“THAT the Downtown Orillia Management Board appoint Dianne Cipolla as Treasurer of the board for the 2016 term.”

Carried.

4. Approval of Agenda – Carried as amended to move Deputation Motions immediately following Deputations.

5. Disclosure of Interest – None Declared.

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6. Deputations

a. Ralph Cipolla, CC Fashions – Downtown Revitalization Priorities
Requesting support of the formation of a Downtown Revitalization Working Group to review the streetscape and overall attractiveness and functionality of the downtown core within the B.I.A.

Moved Deputation Motions to immediately following the deputations.

Direction: Find out from the Public Works Dept. what's planned, what's in the budget, how it relates with Downtown Tomorrow. Determine starting point and if this is a good use of time at this moment as well if the group has the right people involved. Report back at the next meeting and discuss the motion at that time.

7. Minutes

November 24, 2015 – Approved.

8. Closed Session

There are no Closed Session Items.

9. Correspondence – Information Items

- a. Treasury Dept. – DMB Budget Report – Oct 2015
- b. Treasury Dept. – DMB Detailed Trial Balance – Oct 2015
- c. Committee of Adjustment – Notices of Public Hearing
- d. Office of City Clerk – Deputation to Council Business Plan for Parking Assets
- e. Treasury Dept. – DMB Budget Report – Nov 2015
- f. Treasury Dept. – DMB Detailed Trial Balance – Nov 2015
- g. Office of the Mayor – Tag Days – Orillia Navy League
- h. Committee of Adjustment – Notice of Public Hearing
- i. Office of the Mayor – Tag Days – Telecare Distress Line
- j. Office of the Mayor – Tag Days - Hillcrest Lodge
- k. Office of the Mayor – Tag Days – Orillia & District Literacy Council
- l. Office of the Mayor – Tag Days – Wendat Community Programs
- m. Office of the Mayor – Tag Days – Hospice Orillia
- n. Office of the CAO/City Clerk – Notice Snow Removal in the BIA
Receive as information.

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10. Correspondence – Action Items

a. City of Orillia Clerk's Dept. – Committee Meeting Dates for 2016

Motion 4

Moved: Mary VanSinclair

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board hold its regular monthly board meeting on the 3rd Tuesday of each month.”

Carried.

b. Greg Preston – Manager of Waste Management – COA Receptacles Contract

Motion 5

Moved: Dianne Cipolla

Seconded: Michael Knight

“THAT the Downtown Orillia Management Board does not support the renewal of the COA Receptacle Contract;

AND THAT the City allocate bins dedicated to recycling to replace the COA Recycling bins at the city's expense with matching downtown bins.”

Carried.

c. Streets Alive! – Poles Street Layout

Motion 6

Moved: Rick Sinotte

Seconded: Michael Knight

“THAT the Downtown Orillia Management Board approve the 2016 Streets Alive! project layout as presented;

AND THAT if any are deleted, they be deleted from middle blocks first.”

Carried.

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d. Retail Mix – R.E.D. Grant Application – DMB Partnership Request

Motion 7

Moved: Susan Willsey

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board fully supports the Downtown Business Attraction Project as it will provide critical research and data, increase the competitiveness of the Orillia area, increase economic diversity, create jobs, attract a knowledgeable and skilled workforce, and attract investment to our region;

AND THAT the Retail Mix Analysis will allow the DMB and City of Orillia to measure and gauge success, make evidence-based decisions, and develop a comprehensive marketing strategy to target new businesses and services to locate in Downtown Orillia.”

Carried.

Motion 8

Moved: Michael Knight

Seconded: Rick Sinotte

“THAT the Downtown Orillia Management Board partner with the City of Orillia’s Economic Development Department to complete a Retail Mix Study and comprehensive business attraction marketing strategy targeting new businesses and services to Downtown Orillia;

AND THAT DMB contribute \$15,000 to complete the project to be debited from the Store Recruitment and Institutional Seasonal Marketing Budgets;

AND THAT the DMB approve and play a 50% role in all the decision making in the activities listed on page 10 of the grant application.”

Carried.

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e. 6th Annual Orillia & Area Tourism Co-op 2016 – Partnership Request

Received as Information.

Direction: Contact EDC/Culture Dept. to determine if the DMB can still participate in the Orillia and Area Event Flyer and the cost of participation. Report back at next meeting.

f. 2016 Annual BIA National Conference

Motion 9

Moved: Michael Knight

Seconded: Dianne Cipolla

“THAT the DMB send Courtney Thompson, Lisa Thomson-Roop and another board member if interested to the 2016 National BIA Conference on April 10th to 13th in London ON;

AND THAT up to \$2150 be allocated to cover registration, hotel, food and travel and food from the Conferences and travel& expenses accounts.”

Carried.

Direction: Board members interested in attending must decide at the February board meeting.

11. Reports

a. Financial Report

Motion 10

Moved: Dianne Cipolla

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board pay the financials dated January 13, 2016 in the amount of \$13,982.36 as presented.”

Carried.

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Motion 11

Moved: Rick Sinotte

Seconded: Dianne Cipolla

“THAT the Downtown Orillia Management approve the 2016 Budget, as requested, with the following revisions:

- **Removal of the following additional revenue support requests from the City of Orillia \$19,795.36 Fee of Maintenance Increase and \$25,000 from Administration Revenue;**
- **Removal of the following expenditures: \$19,795.36 from Maintenance Salaries & Wages and \$25,000 from Administration Salaries;**

AND THAT the revised 2016 DMB Budget be re-submitted to City of Orillia Council for final approval.”

Carried.

b. Events Committee

Received as information.

c. Signage By-law Update

Received as information.

d. Parking Business Plan Update

Received as information.

e. Police Services Semi- Annual Report

Direction: Request additional information on Graffiti program.

Board members will send concerns/comments to Lisa to include in report.

f. Transfer to Reserves

Motion 12

Moved: Michael Knight

Seconded: Susan Willsey

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**“THAT the Downtown Orillia Management Board transfer \$2500.00 as adopted in the 2015 DMB Budget to the Reserves.”
Carried.**

- g. Economic Development Committee
No meeting since the last board meeting.
- h. Beautification, Maintenance and Seasonal Décor Committee
No meeting since the last board meeting.
- i. Transit Advisory Committee
Will need to appoint a new representative as the meeting time are not conducive with the current representative's schedule. Appoint at next board meeting.
- j. Farmers' Market Management Committee
Next meeting tomorrow at 6pm.
- k. Chamber of Commerce Update
No meeting since the last meeting.

12. Deputation Motions

Moved to immediately following the Deputation.

13. Date of Next Meeting – Tuesday February 16, 2016

14. Adjournment - 8:36pm