

**DOWNTOWN ORILLIA MANAGEMENT BOARD
REGULAR MEETING
MINUTES**

Tuesday February 16, 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, Mary VanSinclair, Susan Willsey, Councillor Pat Hehn, Michael Knight

Regrets: Allan Francoz, Rick Sinotte, Dianne Cipolla, Al Wallace

Also Present: Courtney, Thompson, Lisa Thomson-Roop

1. Open Session

2. Chair – Ron Spencer

3. Call to Order – 6:20pm

4. Approval of Agenda – Carried.

5. Disclosure of Interest –

11a. Financial Report – Michael Knight, Owner of Co-op Parking (payee)

6. Deputations

7. Minutes

January 13, 2016 – Carried.

8. Closed Session

There are no Closed Session Items.

9. Correspondence – Information Items

a. Office of the Mayor – Tag Days – Orillia Navy League of Canada

b. Office of the Mayor – Tag Days – Alzheimer Society

c. Orillia Community Development Corporation – Thank you for Support of Professional Development & Mentorship Programs – *Direction: Suggest a branding your business seminar.*

d. Office of the City Clerk – Mount Mississauga Road Closure

e. Office of the Mayor – Tag Days – Orillia Channel Cats

f. Office of the Mayor – Tag Days – Teens on Edge

g. Office of the Mayor – Tag Days – Orillia Figure Skating Club

h. Treasury Dept. – Year –End Interim Budget Report

Clarification requested re: Grant in Lieu of Taxes.

i. Treasury Dept. – Detailed Trial Balance – December 2015

j. Office of the City Clerk – Expansion of Smoke Free Area Downtown

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k. Office of the City Clerk – 2016 DMB Budget Approval
Receive as Information.

10. Correspondence – Action Items

a. Exploring Orillia 2016 – Advertising Opportunity

Receive as information.

b. Roots North – Sponsorship Request

Motion 1

Moved: Susan Willsey

Seconded: Mary VanSinclair

"THAT the Downtown Orillia Management Board sponsor the Roots North Music Festival in Downtown Orillia in April 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;
Carried.**

Motion 2

Moved: Mary VanSinclair

Seconded: Susan Willsey

"THAT the DMB provide 50/50 venue entertainment fee matching with a cap of \$600.00 for the weekend.

AND THAT Downtown venues that charge admission are ineligible for the fee matching;

AND THAT all the venues must submit receipts to the DMB office one week after the event and the \$600.00 budget be divided amongst the venues with a max of \$150.00 per venue."

Carried.

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- c. Economic Development Office - Downtown Tomorrow CIP Project Review Team -
DMB Representative Request

Motion 3

Moved: Michael Knight

Seconded: Pat Hehn

“THAT the Downtown Orillia Management Board appoint Allan Francoz as the DMB representative on the City of Orillia’s CIP Project Review Team.”

Carried.

- d. Summer Fun Guide Directory- Advertising Opportunity

Motion 4

Moved: Mary VanSinclair

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board purchase an Enhanced Listing in the online summer fun guide at a cost of \$249 plus HST to be debited from the Seasonal Promotion accounts.”

Carried.

Direction: Provide Google Analytic stats next year to determine the listing’s effectiveness.

- e. Bill Tiffin – Graffiti

Receive as information.

Direction: Thank him for the letter and pass along to the Orillia OPP detachment Commander.

- f. Mariposans 4 Refugees – Project Syria – Donation Request for Fundraiser

Direction: Forward the email to BIA members

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g. Orillia Power Corporation – Downtown Dollar Discount Request

Motion 5

Moved: Michael Knight

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board offer 50 ½ price \$10.00 Downtown Dollars to Orillia Power at a cost of \$250.00 to be debited from the Community Event Sponsorship account.”

Carried.

h. Orillia Today Progress 2016 – Advertising Opportunity

Receive as information.

i. Orillia Museum of Art and History – Festival of Banners Sponsorship & Support

Motion 6

Moved Susan Willsey

Seconded Mary VanSinclair

“THAT the Downtown Management Board provide a \$1000.00 sponsorship to the Festival of Banners to be debited from the Winter Promotions Account;

AND THAT the DMB provide the labour to install the banners between Front Street and Albert and on Peter Street and West Street.”

Carried.

11. Reports

a. Financial Report

Michael Knight declared a conflict of interest as he is the owner of one of the payee listed in the report.

Motion 7

Moved: Susan Willsey

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board pay the financials presented in the February 16, 2016 Financial Report in the amount of

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\$3,647.51.”

Carried.

b. Blue Sky Meeting Recap

Direction: Downtown Christmas Magazine: Investigate over the next month and report back meeting. Night market and Community Farm to Table Dinner- keep events separate.

Harvest/Fall Event - Contact Eric Clark re: Antique tractors if we'd like to add an event.

c. Revitalization Report

Staff will report back at March meeting.

d. Tourism Co-op

Receive as information.

e. Parking Business Plan Update

Motion 8

Moved: Michael Knight

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board request Council designate the DMB as an official partner in parking to provide input and direction on day to day parking plans and purchases until the new parking management structure is determined.”

Carried.

f. Metro Plaza Sale

Motion 9

Moved: Susan Willsey

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board request a meeting with members of Council and Senior City staff to determine the impact of the sale of the Metro Plaza on the BIA levy.”

Carried.

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- g. Economic Development Committee
No report as there was not a meeting.

- h. Beautification, Maintenance and Seasonal Décor Committee
Snow Flakes – Replacement
Defer until next meeting. Explore installation fees and report back.

Tower Garden - Defer to next meeting. Direction: Contact City Electricians and explore carrying costs such as electricity use and report back.

- i. Façade Improvement Panel
132 Mississaga Street East

Motion 10

Moved: Susan Willsey

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board approve a Façade Grant in the amount of \$4648.00 to Bob Robinson and Jennie May Banks, owners of 132 Mississaga Street East. This is the 40% of the \$11,620.00 plus HST estimated improvement;

AND THAT the payment be issued on completion of the improvement and submission of paid receipts and a photo of the new façade to the DMB office.”

Carried.

- j. Transit Advisory Committee

Motion 11

Moved: Michael Knight

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board recommend to Council to appoint Rick Elliott as the DMB representative on the Transit Advisory Committee.”

Carried.

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k. Farmers' Market Management Committee
Committee will focus on advertising through social media.

l. Chamber of Commerce Update
Awards Night at the end of the month. Lisa will attend.

12. Deputation Motions

13. Date of Next Meeting – March 15, 2016

14. Adjournment – 8:35pm