

**DOWNTOWN ORILLIA MANAGEMENT BOARD
REGULAR MEETING MINUTES**

Tuesday March 15, 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, Allan Francoz, Susan Willsey, Al Wallace, Rick Sinotte, Michael Knight, Councillor Pat Hehn

Regrets: Dianne Cipolla

Also Present: Kevin Gangloff – Orillia Youth Centre, Laura Thompson – EDC, City of Orillia, Lisa Thomson-Roop, Courtney Thompson – DMB staff

1. Open Session

2. Chair – Ron Spencer

3. Call to Order – 6:01pm

4. Approval of Agenda

5. Disclosure of Interest

6. Deputations

a. Downtown Community Improvement Plan Update – Laura Thompson Economic Development Officer - City of Orillia

Board members are concerned the budget is not significant enough to cover such a large geographic area in particular the suggested Façade Improvements budget may be too low given the uptake of current Façade Improvement Grant by BIA members.

Direction: Organize meeting with DMB representative Allan Francoz and City staff to discuss further. Report back results at April meeting.

b. Graffiti Removal Program/Partnership - Kevin Gangloff, Director Orillia Youth Centre
Youth Centre is organizing youth volunteers to clean-up graffiti on buildings. Business owners should contact the Youth Centre when their buildings are targeted. Volunteer youth will be organized to remove it shortly after.

7. Minutes

February 16, 2016 - Carried.

March 3, 2016 – Carried.

8. Closed Session

There are no Closed Session Items.

9. Correspondence – Information Items

a. Office of the Mayor – Tag Days - Canadian Cancer Society

b. Office of the Mayor – Tag Days – Royal Canadian Air Cadet Squadron, 99 Lynx Orillia

c. Orillia Department of Development and Planning Services – Application for Draft Plan of Subdivision North Lake Village –Phase 2

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d. Office of the Mayor – Tag Days – Orillia Prostate Cancer Awareness Group

e. Orillia Police Services Board – DMB Semi-Annual Report

f. Committee of Adjustment – Notices of Public Hearing

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

Receive as information.

10. Correspondence – Action Items

a. Office of Mayor – Parking Meeting Request – *Receive as information.*

b. Shawn Crawford Manager of Legislative Services, Jeff Duggan, Senior Planner – Proposed Amendments to Chapter 832 of Municipal Code – Signs –

Motion 1

Moved: Michael Knight

Seconded: Allan Francoz

“THAT the DMB support the proposed amendments to Chapter 832 of the Municipal Code – Signs with the following exceptions:

- **Removal of 2. Establish Core and shoulder area to former DSPA**
- **Removal of 11. Ground Sign Exception**
- **5. Add recessed minimum depth**
- **25% window signage coverage – accessory signage from the proposed 50%”**

Carried.

c. Police Services Board – Business Licenses – *Receive as Information.*

d. Creative Display – Digital Advertising Solution – Advertising Opportunity

Receive as Information

11. Reports

a. Financial Report

Motion 2

Moved: Michael Knight

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board pay the financials presented in the March 15, 2016 Financial Report in the amount of \$5068.56.

Carried.

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- b. Downtown Christmas Magazine
*Time commitment required by staff is not feasible at this time.
Receive as information.*

- c. Events Committee
a) Mariposa Folk Festival – Downtown Stage

Motion 3

Moved: Allan Francoz

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board sponsor the 2016 Mariposa Folk Festival in the amount of \$2500.00;

AND THAT the Sponsorship include the following:

- **A Downtown Mariposa Satellite 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**
- **Downtown Orillia presence on MFF website**
- **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 the Downtown Stage as per the 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.**

Direction: Audience survey: add question to determine if they visit again.

- b) Farmers’ Market on the Street
Office working on Night Market as part of May and July Street Festivals.
- d. Parking Business Plan Update
Receive as information.

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- e. Metro Plaza Sale – Update

Receive as information

- f. Revitalization Report

Receive as information. Revisit in the next couple of years to coincide with City of Orillia's timeline for sidewalk replacement and Downtown Tomorrow timeline.

The board voted to go past 9pm.

- g. Economic Development Committee

No report.

- h. Beautification, Maintenance and Seasonal Décor Committee

- a) Snow Flakes – Replacement

To be included in either phase 2 or 3 of the street seasonal illumination project.

Receive as information.

- b) Tower Garden

Motion 4

Moved: Mary VanSinclair

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board approve the placement of one tower garden in the Downtown Orillia office and incur the cost of four T5 Sunblaster lights from Home Hardware at a total cost of \$176 + HST.”

Carried.

- c) Garbage Bins

Motion 5

Moved: Michael Knight

Seconded: All

“THAT the Downtown Orillia Management Board support the renewal of the COA Receptacle Contract provided the “Metrobin” in matte black replaces the current bins;

AND THAT the bins are thoroughly cleaned twice month for health and sanitation reasons by COA or the City of Orillia or at DMB's request as needed;

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AND THAT if the bins are not cleaned the DMB is compensated for the cleaning at \$150.00 per bin per occasion.”

Carried.

i. Façade Improvement Panel

a) Studabakers

Motion 6

Moved: Rick Sinotte

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board approve a Façade Grant in the amount of \$5000.00 to Gary and Joe Winacott, business and building owners of Studabakers located at 211 Mississauga Street East. This is the maximum grant available for the \$23,675.00 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.

b) Kelly's Klothing Signage

Motion 7

Moved: Rick Sinotte

Seconded: Al Wallace

"THAT the Downtown Orillia Management Board approve a Signboard Grant in the amount of \$360.00 to Kelly Dominelli of Kelly's Klothing located at 75 Mississauga Street East. This is 40% of the estimated \$900.00 sign;

Payment will be made in three installments:

1. On the completion of the sign and submission of paid bills and photo of the installed sign.

2. On the first anniversary of the sign's installation

3. On the second anniversary of the sign's installation."

Carried.

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c) Sushi Wadasi

Motion 8

Moved: Rick Sinotte

Seconded: Mary VanSinclair

"THAT the Downtown Orillia Management Board approve a Signboard Grant in the amount of \$120.00 to Bong Pyo Hong of Sushi Wadasi located at 66 Mississauga Street East. This is 40% of the estimated \$300.00 sign;

Payment will be made in three installments:

- 1. On the completion of the sign and submission of paid bills and photo of the installed sign.**
- 2. On the first anniversary of the sign's installation**
- 3. On the second anniversary of the sign's installation."**

Carried.

12. Transit Advisory Committee

No report as new representative has not been appointed by Council.

13. Farmers' Market Management Committee

Receive as Information. 2016 Event listings provided.

14. Chamber of Commerce Update

Receive as Information.

15. Deputation Motions

16. Date of Next Meeting – April 19, 2016

17. Adjournment - 9:27pm