

**DOWNTOWN ORILLIA MANAGEMENT BOARD
REGULAR MEETING MINUTES**

Tuesday April 19, 2016

6:00PM

in the DMB Board Room

33 Mississaga St. W.

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

Present: Ron Spencer, Allan Francoz, Dianne Cipolla, Rick Sinotte, Susan Willsey,
Councillor Pat Hehn, Al Wallace, Mary VanSinclair

Regrets: Michael Knight

Also Present: Laura Thompson, Dan Landry, Jeff Duggan, Courtney Thompson, Lisa
Thomson-Roop

1. Open Session

2. Chair – Ron Spencer

3. Call to Order – 6:00pm

4. Approval of Agenda - Approved

5. Disclosure of Interest

6. Deputations

a. Downtown Community Improvement Plan Update – Laura Thompson Economic
Development Officer - City of Orillia, Jeff Duggan – Senior Planner, City of Orillia, Dan
Landry – Manager Economic Development, City of Orillia

*Updates: Over the next month City Staff will be detailing the recommendations to
Council. \$400 thousand in the reserve and \$125 thousand annual budget approved to
fund CIPs. Budget for each CIP to be determined along with the grant criteria. Will
attend May meeting with further details and request support of the board at that time.*

7. Minutes

March 15, 2016 - Carried.

8. Closed Session

a. Motion to move into Closed Session

Motion 1

Moved: Allan Francoz

Seconded: Susan Willsey

**“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) (d) of the said Act (Personnel Matters).”**

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Carried.

b. Closed Session Items

1. Staff Contracts

c. Motion to rise and report to Open Session

Motion 2

Moved Allan Francoz

Seconded: Rick Sinotte

“THAT the Downtown Orillia Management Board rise and report to Open Session.”

Carried

9. Open Session

10. Motions arising from Closed Session Discussions

Motion 3

Moved: Rick Sinnote

Seconded: Dianne Cipolla

“THAT the Downtown Orillia Management Board increase Maintenance Lead Rick Elliott salary by 3% in line with the 2016 Budget retroactive to March 31, 2016.”

Carried.

Motion 4

Moved: Mary VanSinclair

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board increase Part-time Maintenance employee Thomas Pigden by 3% in line with the 2016 Budget Retroactive to March 31, 2016.”

Carried.

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Motion 5

Moved: Allan Francoz

Seconded: Rick Sinotte

“THAT the Downtown Orillia Management annual contract with Courtney Thompson be converted to a full-time employee contract;

AND THAT her salary be increased by 3% in line with the 2016 budget retroactive to March 31, 2016.”

Carried.

Motion 6

Moved: Allan Francoz

Seconded: Dianne Cipolla

“THAT the Downtown Orillia Management Board increase Manager Lisa Thomson-Roop salary by 3% in line with the 2016 Budget retroactive to March 31, 2016.”

Carried.

11. Correspondence – Information Items

- a. Treasury – DMB Budget Report – Jan 2016
- b. Treasury – DMB Detailed Trial Balance – Jan 2016
- c. Treasury – DMB Budget Report – Feb 2016
- d. Treasury – DMB Detailed Trial Balance – Feb 2016
- e. Office of the Mayor – Tag Day – Scottish Festival
- f. St. James’ Anglican Church – 175th Celebration Special Event
- g. BR+E Study Coordinator Gary Staines – Thank you & Project Update
- h. Office of the Mayor – Tag Day – Information Orillia
- i. Ontario Summer Experience Program – Grant Approval
- j. Office of the City Clerk – Appointment to Transit Advisory Committee

Receive as information.

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12. Correspondence – Action Items

a. Shawn Crawford Manager of Legislative Services – Brewery Bay Sidewalk Patio Application

Motion 7

Moved: Rick Sinotte

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board support the 2016 sidewalk patio application submitted by Brewery Bay Food Co. located at 117 Mississaga Street East.”

Carried

b. Shawn Crawford Manager of Legislative Services – Eight Hundred Degrees Sidewalk Patio Application

Motion 8

Moved: Al Wallace

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board support the 2016 sidewalk patio application submitted by Eight Hundred Degrees, formally Moe’s Tap and Wings, located at 99 Mississaga Street East.”

Carried.

c. St. James’ Anglican Church – Special Event Banner Request

Motion 9

Moved: Allan Francoz

Seconded: Dianne Cipolla

“THAT the Downtown Orillia Management Board approve the 175th Banner request from St. James Church under 832.6.3 of the City of Orillia Sign Bylaw for celebration events taking place in 2016.”

Carried.

d. Notice of Application and Public Meeting – Official Plan Amendment – CIPA

Direction: Send written submission, to ensure we are allowed to appeal. Concerns relate to final outcome of CIP.

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e. Ontario Parks – Advertising Opportunity -

Motion 10

Moved: Susan Willsey

Seconded: Dianne Cipolla

“THAT the Downtown Orillia Management Board purchase a ¼ page ad in the Ontario Parks 2016 Information Guide;

**AND THAT the cost be debited from the 2016 Seasonal Promotions accounts.”
Carried.**

Direction: Ad should be event oriented.

f. Orillia Opera House – Sponsorship Request

Motion 11

Moved: Susan Willsey

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board sponsor the Orillia Opera House 2016-2017 Season as the On-line Sponsor as a cost of \$2000.00 from the Seasonal Promotions Accounts;

**AND THAT staff be directed to offer advertising opportunities to the BIA members to off-set some of the costs of the sponsorship.”
Carried.**

g. Andrea Woodrow, Senior Planner – Site Plan Approval – Matchedash Lofts – 21 Matchedash Street South

Motion 12

Moved: Rick Sinotte

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board support Oakleigh Holdings Inc. application for Site Plan Approval for its development at 21 Matchedash Street South “Matchedash Lofts’.”

Carried.

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13. Reports

a. Financial Report

Motion 13

Moved: Allan Francoz

Seconded: Dianne Cipolla

**“THAT the Downtown Orillia Management Board pay the financials presented in the April 19, 2016 Financial Report in the amount of \$4283.25.”
Carried.**

b. Events Committee

Blues Partnership

Motion 14

Moved: Susan Willsey

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board partner with the Spring Blues Festival during the Into the Green and Blues Street Festival on May 27-28th;

AND THAT the partnership including the following:

- **Spring Blues Committee cover the cost of the bands and sound on the stage on Saturday**
- **The DMB cover the cost of the stage (\$250.00)**
- **Spring Blues and DMB work together on complimentary posters and marketing campaigns**
- **The stage be located in the block between Peter and Matchedash**

**AND THAT the costs associated with the stage and marketing be debited from the May Street Festival Budget.”
Carried.**

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Motion 15

Moved: Dianne Cipolla

Seconded: Allan Francoz

“THAT the DMB provide 50/50 venue entertainment fee matching with a cap of \$600.00 for the Orillia Spring Blues 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 to be eligible and the \$600.00 budget be divided amongst the venues with a max of \$150.00 per venue.”

Carried.

- c. BIA Conference – Update
Receive as information.
Direction: Use tactics from Yonge Love campaign to move Parking Business Plan forward.
- d. Metro Plaza Sale – Update
Receive as information.
- e. Retail Mix- Update
Receive as Information
- f. Parking Business Plan – Update
Receive as information.
- g. Beautification, Maintenance and Seasonal Décor Committee

Motion 16

Moved: Rick Sinotte

Seconded: Dianne Cipolla

“THAT the Downtown Orillia Management Board move forward with phase 2 of the holiday lighting project with Artisan Streetscapes at a cost not to exceed \$20,000 from the 2016 and 2017 Christmas light replacement and Christmas budgets.”

Carried.

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- h. Façade Improvement Panel
Direction: Ask applicant to resubmit with consistent quotes.
- i. Transit Advisory Committee
No report.
- j. Farmers' Market Management Committee
Receive as information.
- k. Chamber of Commerce Update
Golf Tournament coming up.

14. Deputation Motions

Motion 17

Moved Allan Francoz

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board recommend to the CIP review committee to set a deadline of November 30th, 2016 to accept Façade Grant Application under the current Façade Improvement Program;

AND THAT all approved projects be completed and documentation of the improvement be submitted by November 15, 2018 to receive the approved grant.”

Carried.

15. Date of Next Meeting – May 17, 2016

16. Adjournment – 9:00pm