

DOWNTOWN ORILLIA MANAGEMENT BOARD

MEETING

MINUTES

Tuesday February 21, 2017

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, Rick Sinotte, Mary VanSinclair, Councillor Pat Hehn, Dianne Cipolla
Regrets: Allan Francoz, Al Wallace, Susan Willsey, Michael Knight,
Also Present: Marla Moore, Jocelyne Lespérance, Courtney Thompson, Lisa Thomson-Roop
(staff)

1. Open Session

2. Chair – Ron Spencer

3. Call to Order - 6:05pm

4. Approval of Agenda- Carried.

5. Disclosure of Interest

10.b. Roots North Sponsorship - Mary VanSinclair, her business may access venue cost splitting.

6. Deputations

a. The Local Gift Shop Website and Roadshow Introduction – Marla Moore, Jocelyne Lespérance

Requesting the board members help promote the website to the members and public.

7. Minutes

January 24, 2017- Carried.

8. Closed Session

There are no Closed Session Items.

9. Correspondence – Information Items

a. Office of the Mayor- Tag Day – Orillia Figure Skating Club

b. Thank you – Rick and Deb Elliott

c. Office of the Mayor – Tag Day – Canadian Cancer Society

d. Office of the City Clerk – Appointment to Transit Advisory

e. Office of the City Clerk – 2017 DMB Budget Approval

f. Office of the City Clerk – Winter Carnival Street Closure Approval

g. Office of the City Clerk – Additional Winter Carnival Closure Approval

h. Office of the Mayor – Tag Day – Royal Canadian Air Cadet Squadron, Lynx Orillia

i. Orillia District Chamber of Commerce – 2017 Membership Letter

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j. Office of the Mayor – Tag Day – Telecare Distress Line of Greater Simcoe
Receive as information.

10. Correspondence – Action Items

a. Orillia Museum of Art & History – Festival of Banners Sponsorship Request

Motion 1

Moved: Dianne Cipolla

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board sponsor the 2017 Festival of Banners in the amount of \$1000.00 plus the cost of labour to install in the BIA except Mississauga/Centennial Drive east of Front Street and Front Street due to height and safety issues.”

Carried.

b. Roots North –Sponsorship Request

Mary Van Sinclair declared as her business may access the venue cost sharing dollars.

Motion 2

Moved: Rick Sinotte

Seconded: Councillor Pat Hehn

"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; Lost.

Motion 3

Moved: Dianne Cipolla

Seconded: Rick Sinotte

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

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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:

AND THAT the DMB staff provide promotional support via social media channels."

Carried.

c. Susan Waite – Parking ticket – Snow Banks

Direction: Write a letter, noting that it is a very troublesome issue and we are actively seeking solutions. Note her letter will be forwarded to the Parking Taskforce for consideration. Thank her for shopping in Downtown Orillia. Forward letter to the Parking Task force.

d. Orillia Canada Day Committee – Sponsorship Request

Receive as information.

11. Reports

a. Financial Report

Motion 4

Moved: Dianne Cipolla

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board pay the financials presented in the February 21, 2017 Financial Report in the amount of \$3,655.73.”

Carried.

b. Events Committee

Receive as information.

c. 2017 Downtown Marketing & Advertising Proposal

Direction: Explore bus signage costing. More online ads rather than print.

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- d. Signage By-law Update
Receive as information.

- e. Beautification, Maintenance and Seasonal Décor Committee
Snow Removal Deputation in March
Direction: Board members are to come prepared with exactly with what we would like to see in the future and suggestions as to how to achieve it .
Call Collingwood ask how/who cleans their sidewalks.

- f. Transit Advisory Committee
Receive as information.

- g. Farmers' Market Management Committee
New sign to go up in May.
Direction: Provide events list to tie in with their event.

- h. Chamber of Commerce Update
Not in attendance.

- i. May Sidewalk Sale Reconsideration of October 6, 2016 motion:
"THAT the Downtown Orillia Management Board eliminate the May Street Festival in 2017."- Petition – Rick Sinotte
Deferred to Special meeting.

12. Deputation Motions

13. Date of Next Meeting – March 21, 2017

14. Adjournment - 8:59pm