

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL MEETING
MINUTES**

Tuesday January 24, 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, Michael Knight, Mary VanSinclair, Councillor Pat Hehn, Susan Willsey, Al Wallace

Regrets: Rick Sinotte, Allan Francoz, Dianne Cipolla

Also Present: Courtney Thompson, Lisa Thomson-Roop (staff)

1. Open Session

The Manager of the DMB opened the session and conducted the election of Chair.

2. Chair – Election

Motion 1

Moved: Mary VanSinclair

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board appoint Ron Spencer as Chair of the Board for the 2017 term.”

Carried.

3. Call to Order – 6:30pm

Motion 2

Moved: Mary VanSinclair

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board appoint Michael Knight as Vice-Chair of the board of directors for the 2017 term.”

Carried.

Motion 3

Moved: Michael Knight

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board appoint Susan Willsey as Treasurer of the board for the 2017 term.”

Carried.

4. Approval of Agenda – Carried.

5. Disclosure of Interest – None Declared.

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6. Deputations

7. Minutes

September 20, 2016 - Carried

November 15, 2016 - Carried

December 6, 2016 - Carried

December 19, 2016 – Carried.

8. Closed Session

There are no Closed Session Items.

9. Correspondence – Information Items

a. Treasury – Downtown Management Board Budget Report – Nov 2016

b. Treasury – Downtown Management Board Detailed Trial Balance –Nov 2016

c. Office of the Mayor- Tag Day Approvals x 10

Receive as information.

10. Correspondence – Action Items

a. Office of the City Clerk – Committee Meeting Dates and Chair for 2017

Motion 4

Moved: Michael Knight

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board hold its regular monthly board meeting on the 3rd Tuesday of each month at 6:00PM.”

Carried

b. Office of the City Clerk – Chapter 700 Amendment - Business Licenses Restrictions Request

Direction: Send a letter to Council noting:

- *Board is speaking on behalf of business members and members of public*
- *Concerned over the recent increase in these types of shops and impact on existing businesses and the ability to attract new businesses, a concern the municipality should share given its investment in the Downtown Tomorrow waterfront plan*
- *Seeking direction & guidance from the City and comparative data from other municipalities*

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- *Requesting a proactive approach before marijuana legalization*

c. Cody. C. Miller, Vape Shack – Chapter 700 Amendment Request - Comment
Cody – *Direction: Send a letter acknowledging his comments and request his
expertise as the board and city investigate possible restrictions in the future.*

d. Office of the City Clerk - Centennial Drive Engineering Study Expansion Request
Receive as information.

e. Office of the City Clerk – Parking Working Group

Motion 5

Moved: Al Wallace

Seconded: Mary VanSinclair

**“THAT the Downtown Orillia Management Board recommend to Council the
following three members of the Downtown Orillia Management Board be
appointed to the Parking Working Group:**

- 1) Susan Willsey**
- 2) Michael Knight**
- 3) Allan Francoz**

**AND THAT one member of DMB staff serve on the Working Group in a staff
support role: Lisa Thomson-Roop, Manager DMB”
Carried.**

f. Orillia Power- Request for ½ Priced Downtown Dollars

Motion 6

Moved: Susan Willsey

Seconded: Michael Knight

**“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.**

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g. Streets Alive! – Poles Street Layout

Motion 7

Moved: Susan Willsey

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board approve the 2017 Streets Alive! project layout as presented;

AND THAT the remaining sponsorship of \$8000.00 be issued.”

Carried.

h. 2017 Annual BIA National Conference

Motion 8

Moved: Al Wallace

Seconded: Michael Knight

“THAT the DMB send Courtney Thompson, Lisa Thomson-Roop and Councillor Pat Hehn to the 2017 National BIA Conference on April 2 to 4thth in Toronto ON;

AND THAT \$1650 (2 staff) be allocated to cover registration, hotel, food and travel and food from the Conferences and travel & expenses accounts.”

Carried.

** Councillor Pat Hehn’s registration and expenses will be covered by the Municipality.*

11. Reports

a. Financial Report

Motion 9

Moved: Al Wallace

Seconded: Michael Knight

“THAT the Downtown Orillia Management Board pay the financials presented in the January 24, 2017 Financial Report in the amount of \$7,329.75.”

Carried.

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- b. Events Committee
Receive as information.

- c. Marketing & Advertising Opportunities
Orillia Pro Net

Motion 10

Moved: Susan Willsey

Seconded: Michael Knight

“THAT the Downtown Orillia Management Board hire Orillia Pro Net to complete website maintenance and refresh Website SEO at a cost of \$850 plus HST from the Website 2017 Budget.”

Carried.

Chamber Awards Ad

Motion 11

Moved: Al Wallace

Seconded: Michael Knight

“THAT the Downtown Orillia Management Board purchase a ¼ page ad in the Business Achievement Awards Orillia District Chamber of Commerce Packet and Times insert at a cost \$249 plus HST;

AND THAT the cost be debited from the Winter Promotions account.”

Carried.

Summer Fun Guide

Motion 12

Moved: Susan Willsey

Seconded: Michael Knight.

“That the Downtown Orillia Management Board renew its Summer Fun Guide print and online listing at a cost of \$450.00;

AND THAT the cost be debited from the seasonal promotions accounts and Car Show account.”

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Carried.

- d. CDC Branding Workshop
Board supportive of offering workshop to members. Would like to offer BIA members the workshop for free if possible. Susan Willsey will pass along names of potential experts in merchandising/branding from gift show.
- e. Signage By-law Update
Receive as information.
- f. Santa Claus Parade Route
Direction: Staff write letter to Chamber President Mariano Tulipano requesting the route change (up Mississaga then down Colborne).
- g. Police Services Semi- Annual Report
 - *Speeding on the main street, what suggestions they may have to address the danger.*
 - *Article – ask for help in developing a tips on dealing with mental illness in the newsletter.*
- h. Downtown Business Attraction and Retail Mix - Update

Motion 13

Moved: Susan Willsey

Seconded: Michael Knight

“THAT the Downtown Orillia Management Board appoint Lisa Thomson-Roop as the DMB representative to the DTCIP and Ron Spencer as the designate representative.”

Carried.

- i. Beautification, Maintenance and Seasonal Décor Committee
Direction: Invite Kyle Mitchell & Andrew Schell to a board meeting to discuss winter snow removal.

Motion to go past 9pm. Carried.

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- j. Transit Advisory Committee
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- k. Farmers' Market Management Committee
New sign to be installed in May.
Receive as information.

- l. Chamber of Commerce Update
Receive as information.

12. Deputation Motions

13. Date of Next Meeting – February 21, 2017- 6pm

14. Adjournment – 9:13pm