

DOWNTOWN ORILLIA MANAGEMENT BOARD

MEETING

MINUTES

Tuesday March 21, 2017

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, Councillor Pat Hehn, Susan Willsey, Dianne Cipolla, Rick Sinotte, Mary Van Sinclair, Michael Knight

Regrets: Al Wallace, Allan Francoz,

Also Present: Sgt. Cartwright, Councillor Ralph Cipolla, Andrew Schell, Kyle Mitchell, Courtney Thompson (staff), 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**

6. Deputations

a. Community Situational Table – Downtown Issues – Sgt. Steve Cartwright, Community Mobilization Unit, Orillia OPP

Are we interested creating a situational table to deal with the Downtown issues such as graffiti?

Composition: Open to BIA members, mainly business owners from different blocks.

Timing: Once a month

Police Services Board Update:

Councillor Cipolla indicated the board is working at making the parents liable for graffiti/vandalism. The board is hoping to get print material into the high schools and in stores that notifies parent that they could be held liable and responsible financially for the clean-up. Also approaching Council to ask for a budget for a lock it or lose it campaign.

b. Winter Snow Removal Policy - Andrew Schell, Director of Environmental Services and Operations, City of Orillia & Kyle Mitchell, Manager of Source Protection and Operations, City of Orillia

Improving winter road service, in particular in December:

- *City crews looks after Lots 1, 2, 5, and 7. All other lots are contracted out*
- *Perhaps the private contractor could be looking after those lots as well.*

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- *City staff should explore contracting out more services in the downtown.*

Back up machine when Hako sidewalk machine is down:

- *John Deere machine could be a backup but will need a plow.*
- *Popping holes in the banks all the time even if the Hako is down would be helpful and buy the City time in terms of getting to the banks.*

Sidewalk Clearing:

- *8:30 am allows for sanding.*
- *Need clear direction on who is responsible for what.*

7. Minutes

February 21, 2017 - Carried

March 2, 2017- Carried

8. Closed Session

- a. Motion to move into Closed Session

Motion 1

Moved: Michael Knight

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 hold 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)
Carried.**

- b. Closed Session Items

1. Staff Contracts

- c. Motion to rise and report to Open Session

Motion 2

Moved: Michael Knight

Seconded: Dianne Cipolla

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

Carried.

9. Open Session

10. Motions arising from Closed Session Discussions

Direction provided to manager to report back at next meeting with comparative data.

11. Correspondence – Information Items

- a. Office of the City Clerk – Overnight Parking in Winter Months
 - b. Treasury Department – Year-End Final Budget Report- Subject to Audit
 - c. Office of the City Clerk – Downtown 2017 Mural – Approval
 - d. Office of the City Clerk – Additional Appointment to the Parking Working Group
 - e. Office of the Mayor – Tag Days – Orillia Prostate Cancer Awareness Group
- Receive as information.*

12. Correspondence – Action Items

- a. Jeff Pitcher, BIA Property Owner – Snow Removal – *Direction: Send formal letter back to owner.*
 - b. Vacancy Rebate Program – Media Coverage & Treasury Report to Council Committee – Laura Thompson EDC, Treasury Department
- Direction: Board members are to come prepared to the next meeting when Treasury Department staff attends seeking input.*

13. Reports

- a. Financial Report

Motion 3

Moved: Dianne Cipolla

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board pay the financials presented in the March 21, 2017 Financial Report in the amount of \$3,857.66.”

Carried.

- b. Events Committee

Winter Carnival

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- Have volunteers ask for feedback during the event.
- Explore building the slide for Winter Carnival - Lot 5. Still have the same benefit without closing the street down for business.

Farm to Table

Motion 4

Moved: Michael Knight

Seconded: Rick Sinotte

“THAT the Downtown Orillia Management Board approve the 2017 Farm to Table event on August 26, 2017 on Mississaga Street W. between West and Andrew;

AND THAT staff be directed to run the event as a revenue generator for the DMB;

AND THAT the participating restaurants determine the number of tickets/plates feasible for the first year.”

Carried.

Michael Knight left at 8:56 pm

Mariposa Folk Festival

Motion to go past 9 pm. Carried.

Motion 3

Moved: Susan Willsey

Seconded: Mary VanSinclair

“THAT the Downtown Orillia Management Board sponsor the 2017 Mariposa Folk Festival in the amount of \$2500.00;

AND THAT the Sponsorship include the following:

- **A Downtown Mariposa Satellite stages on Mississaga Street Friday and Saturday that is listed as an official stage in the program**

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- **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: Move the bus to first go to story stage, then to Downtown stage to ensure riders see the entire downtown.

Rick Sinotte left at 9:25pm.

- c. 2017 Downtown Marketing & Advertising Proposal

Motion 6

Moved: Susan Willsey

Seconded: Dianne Cipolla

“THAT the Downtown Orillia Management Board approve the proposed 2017 Marketing & Advertising plan with the following changes:

- **Option 1- KICX/DOCK**
- **Removal of CTV”**

Carried.

- d. Signage By-law Update

Direction: Call Signage Committee meeting to discuss outstanding issues and make recommendations to the board.

- e. Beautification, Maintenance and Seasonal Décor Committee

Receive as information.

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f. Transit Advisory Committee

Receive as information.

g. Farmers' Market Management Committee

Receive as information.

h. Chamber of Commerce Update

Representative not in attendance.

14. Deputation Motions

Direction: Contact Sgt. Cartwright to indicate we are interested in pursuing the round table.

15. Date of Next Meeting – April 18, 2017

16. Adjournment – 10:03pm