

DOWNTOWN ORILLIA MANAGEMENT BOARD

MEETING

MINUTES

Tuesday February 20, 2018

6:00PM

in the DMB Board Room

33 Mississauga St. W.

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

Present: Micheal Knight, Councillor Hehn, Susan Willsey, Al Wallace, Dianne Cipolla, Ron Spencer

Regrets: Allan Francoz, Rick Sinotte, Mary VanSinclair

Also Present: Ellen Wolper, Jacqueline Soczka, Mary Girard, Lisa Thomson-Roop (staff)

1. Open Session

2. Chair – Election

Motion 1

Moved: Ron Spencer

Seconded: Dianne Cipolla

“THAT the Downtown Orillia Management Board appoint Michael Knight as Chair of the Board for the 2018 term.”

Carried.

Election of Vice Chair and treasurer occurred after Deputations.

3. Call to Order – 6:09pm

4. Approval of Agenda – Carried.

5. Disclosure of Interest

10 a. Roots North – Entertainment Reimbursement for Downtown Venues – Susan Willsey – owns establishment that participates in the reimbursement program.

11a. Financial Report - Michael Knight - owns one of the companies listed in the financial report.

6. Deputations

a. Ellen Wolper – Paper Kapers – Sign By-Law Changes

- *Provided hand out with point form notes*
- *Does not believe a business should need a permit for a sign that is in a window as it is not associated with safety*
- *DMB’s mandate should be to “beautify” not “police”*

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- b. Jacqueline Soczka -Manager of Culture and *Mary Girard - Heritage Centre Committee Member* – Orillia Heritage Storefront Window Displays (*went before Ellen Wolper*)
- *Requesting DMB support of the initiative and assistance with Marketing & Advertising.*
 - *The agreement will between the property owner and the Heritage Centre*
 - *They have the proper insurance.*
 - *There's opportunity to work with the DMB to decorate in coordination with some of the Downtown promotions.*

Election of Vice Chair

Motion 2

Moved: Al Wallace

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board appoint Ron Spencer as Vice-Chair of the board of directors for the 2018 term.”

Carried.

Election of Treasurer

Motion 3

Moved: Al Wallace

Seconded: Dianne Cipolla

“THAT the Downtown Orillia Management Board appoint Susan Willsey as Treasurer of the board for the 2018 term.”

Carried.

7. Minutes

January 16, 2018 – Approved.

8. Closed Session

There are no Closed Session Items.

9. Correspondence – Information Items

- a. Office of the Mayor – 2018 Tag Days Authorization (9 organizations)

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- b. Office of the City Clerk – Reconstruction of Front Street – Anthony R. Telford
- c. Office of the City Clerk – Centennial Drive Area Improvements – Sandra Jeppesen
- d. Committee of Adjustment – Notice of Public Meeting
- e. Office of the City Clerk – Request for Street Closure – Mount Mississaga- Approval
Receive as Information.

10. Correspondence – Action Items

- a. Roots North – Sponsorship Request
Kevin Gangloff, Roots North Organizer provided some details as to this year's event including a billboard on the highway promoting the festival in Downtown Orillia.

Motion 4

Moved: Al Wallace

Seconded: Susan Willsey

**"THAT the Downtown Orillia Management Board sponsor the Roots North Music Festival in Downtown Orillia in April in the amount of \$ 250.00;
AND THAT the DMB staff provide promotional support via social media channels;**

**AND THAT the sponsorship be debited from the Spring Promotion Account;
Carried.**

Susan Willsey declared a conflict as her business partakes in the venue entertainment cost sharing.

Motion 5

Moved: Ron Spencer

Seconded: Al Wallace

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

AND THAT Downtown venues that charge admission are ineligible for the fee matching;

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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."

Carried.

- b. Office of the City Clerk – Request for DMB Rep. for Farmers' Market Management Committee

Motion 6

Moved: Ron Spencer

Seconded: Susan Willsey

"THAT the Downtown Orillia Management Board recommend to Council DMB Director Lisa Thomson-Roop be appointed as the board representative of the Orillia Farmers' Market Management Committee for a three year term ending November 30, 2020."

Carried.

- c. City of Orillia Committee Coordinator – Robin Cadeau – Boards & Committees Orientation Session – *Receive as information.*

11. Reports

- a. Financial Report

*Michael Knight Declared as he owns a business listed in the Financial Report.
Ron Spencer Chaired the meeting.*

Motion 7

Moved: Dianne Cipolla

Seconded: Susan Willsey

"THAT the Downtown Orillia Management Board pay the financials presented in the January 16, 2018 Financial Report in the amount of \$2,936.28."

Carried.

- b. Events Committee

Receive as information.

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c. 2018 Marketing & Advertising Plan

Motion 7

Moved: Ron Spencer

Seconded: Dianne Cipolla

“That the Downtown Orillia Management Board approve the proposed 2018 Marketing & Advertising plan with the following changes:

- **Rotary Ads & Rec Centre instead of OSMH ads.**
- **Emphasis Snap Chat Video/Instagram**
- **Drop the mail out campaign.”**

Carried.

Direction: Courtney will provide alternatives to the mail out campaign and cost of Rotary ads at next meeting for approval.

d. Parking Working Group
Pay by Phone

Motion 8

Moved: Al Wallace

Seconded: Susan Willsey

“THAT the Downtown Orillia Management Board recommend to Council to implement a pay by phone parking application as a customer service enhancement”

Carried.

e. Downtown Orillia Investment Attraction Project – Update
Receive as information.

f. Beautification, Maintenance and Seasonal Décor Committee
Receive as Information.

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g. Transit Advisory Committee

Still concern that the parking spaces lost on West Street North due to additional bus route have not been replaced. City is working on solution. Senior Management still needs to sign off on solution to add more spaces closer to Coldwater Road.

Receive as information.

h. Farmers' Market Management Committee

Receive as Information.

i. Chamber of Commerce Update

Peggy Foley New President

BA5 Fionn's Feb 21st and Chamber Awards on Feb 22nd at Geneva Events Centre.

New Executive Director will be announced at Chamber Awards.

12. Deputation Motions

Heritage Centre Window Displays

Direction: Work with Culture Dept. and Heritage Center to provide social media support surrounding displays and provide staff assistance when needed, such as contact information for owners.

Sign By-Law Deputation

Direction: Chair will hand deliver response letter. Note improvements in terms of first contact, changes, why the DMB supports the bylaw and what it has achieved over the years.

13. Date of Next Meeting – March 20, 2018

14. Adjournment 8:11pm