

**DOWNTOWN ORILLIA MANAGEMENT BOARD
SPECIAL MEETING
MINUTES**

Thursday, April 12, 2018

6:00PM

in the DMB Board Room

33 Mississauga St. W.

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

Present: Michael Knight, Dianne Cipolla, Al Wallace, Allan Francoz, Councillor Pat Hehn,
Mary VanSinclair

Regrets: Ron Spencer, Susan Willsey, Rick Sinotte

Also Present: Honorable Mr. Doug Lewis, Mrs. Kim Lewis, Courtney Thompson (staff), Lisa
Thomson-Roop (staff)

1. Open Session

2. Chair – Michael Knight

3. Call to Order – 5:56pm

4. Approval of Agenda – *Approved as amended to move Deputation Motions immediately following Deputations.*

5. Disclosure of Interest

12. a. Financial Report – March - Michael Knight – Payables –Owns business listed to be paid.

6. Deputations

a. Downtown Alleyway & Walkway Enhancement Proposal - Honorable Mr. Doug Lewis and Kim Lewis

- Turn the Alleyways into walkways, resulting in a more welcoming Downtown.
- Lot 5 supports the Mariposa Block – What can we do to make the other blocks more successful.
- Gathering support and input for the project.
- Would like the Downtown Orillia Management Board to provide input/comments
- Requesting a motion of support for the concept of the improvement of alleyways to walkways

7. Deputation Motions

Motion 1

Moved Allan Francoz

Seconded Al Wallace

“THAT the Downtown Orillia Management Board support in principle the proposed Alleyway or Walkways? Project.”

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Carried.

8. Minutes

February 20, 2018 - Carried

March 27, 2018 – Carried

9. Closed Session

There are no Closed Session Items

10. Correspondence – Information Items

- a. Office of the Mayor – Tag Days – Patrick Fogarty Secondary School Senior Band
- b. Transit Advisory Committee – Smoking at the Transit Terminal – Response
Councillor Hehn will investigate further.
- c. Office of the City Clerk – Appointment to the Farmers’ Market Management Committee
- d. Ainley Group – Front Street and Neywash Reconstruction – Notice of Public Information Centre Meeting No. 2
- e. Treasury Dept. – DMB Budget Balance – 2017
- f. Office of the Mayor – New Bus Route and West Street Terminal Stop Locations – Response –
- g. Office of the Mayor – Tag Days – Canadian Golden Retriever Adoption Services Inc.
- h. Jeff Duggan – Senior Planner – Downtown Orillia Streetscape Improvement Concept Plan RFP Draft – *Direction: Request Alleyways and walkways be added in the RFP area for improvement.*
- i. Muskoka’s Critter Gitter – Pigeon Control Downtown Orillia
Receive as information.

11. Correspondence – Action Items

- a. Robin Cadeau – Committee Coordinator – Transit Advisory Committee 2018 Meeting Schedule – *Receive as information.*
- b. Kyla Schulz – Glass Lighting Gallery – Snow Removal – Direction: *Contact Shawn Crawford and request they be less aggressive when there is very little snow.*
- c. Joyce Ward – Simcoe County Alliance to End Homelessness – 2018 Simcoe County Homelessness Enumeration

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- d. Active Transportation Committee – Creation of a Pedestrian Charter for the City of Orillia – Endorsement Request

Direction: Send email back –noting the board requires more information before the board is able to support.

12. Reports

- a. Financial Report

March 27, 2018 Report– Michael Knight declared. Allan Francoz assumed the the duties of Chair for the item.

Motion 2

Moved: Al Wallace

Seconded: Dianne Cipolla

“THAT the Downtown Orillia Management Board pay the financials presented in the March 27, 2018 Financial Report in the amount of \$9677.92”

Carried.

April 12, 2018 Report - Michael Knight returned to the table and resumed Chair duties.

Motion 3

Moved: Mary VanSinclair

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board pay the financials presented in the April 12, 2018 Financial Report in the amount of \$6,566.49”

Carried.

- b. Events Committee

Night Market

- *Rebrand it. – Can't call it a Night Market as the public is expecting a Farmers' Market. It's more of a crafter's market.*

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Direction: Try to attract vendors for the July Block Party – come back to the board with results at next meeting to determine if it's feasible to move forward with it.

c. 2018 Marketing & Advertising Update

Motion 4

Moved: Mary VanSinclair

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board purchase Rotary Place Arena TV Advertising space for one year beginning June 1st, 2018 at a cost of \$546.00 plus HST to be debited from the Spring Promotion Account.”

Carried.

d. Website

Motion 5

Moved: Allan Francoz

Seconded: Al Wallace

“THAT the Downtown Orillia Management Board allocate \$5000.00 from the 2018 Seasonal Marketing Budgets for a major update to the Downtown Orillia website.”

Carried.

e. Parking Working Group

Receive as Information

f. Beautification, Maintenance and Seasonal Décor Committee

DMB Truck Use Policy *Draft*

Motion 6

Moved: Dianne Cipolla

Seconded: Al Wallace

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“THAT the Downtown Orillia Management Board adopt 17.1 DMB Vehicle Use Policy as presented.”

Carried.

g. Transit Advisory Committee

Motion 7

Moved: Al Wallace

Seconded: Allan Francoz

“THAT the Downtown Orillia Management Board recommend to Council to appoint Director Michael Knight to the Transit Advisory Committee to replace Rick Elliott as the DMB representative.”

Carried.

h. Farmers’ Market Management Committee

- Reported the market was very well attended during the Downtown Easter Egg Hunt.

Receive as information.

i. Chamber of Commerce Update

- Extended lease at train station to October to allow for renovations at new West Street location.
- Seeking Port advertisers

Receive as information.

13. Deputation Motions

Moved to immediately following Deputation.

14. Date of Next Meeting –May 15, 2018

15. Adjournment – 7:13pm