

**DOWNTOWN ORILLIA MANAGEMENT BOARD
REGULAR MEETING
MINUTES**

Tuesday February 19, 2019

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, Ron Spencer, Susan Willsey, Daniel Saberi, Nancy Nevala, Al Wallace, Councillor Rob Kloostra, Michael Fredson

Regrets: Tyler Knight

Also Present: Kevin Gangloff, Leslie Fournier, Courtney Thompson, Lisa Thomson-Roop

1. Open Session

2. Chair – Michael Knight

3. Call to Order – 6:05pm

4. Approval of Agenda as amended. Carried.

Streets Alive! Deputation motion to 11.c. Reports – Streets Alive! Tier 2 Involvement.

5. Disclosure of Interest

6. Deputations

a. Kevin Gangloff – Roots North Music Festival –

- *5th Anniversary*
- *Main stage at St Paul's with 12-13 Auxiliary venues all in Downtown Orillia.*
- *400 weekend passes for 2019 festival,*
- *57% of attendees are from out of town,*
- *Champlain Waterfront Downtown is the festival hotel.*
- *Free Downtown Venues throughout the downtown (restaurants, Farmers' Market, record stores, and yoga studios) at different times – a walking trail of sorts for attendees.*
- *Requesting creative sponsorship such as light post banners promoting festival.*

b. Leslie Fournier - Streets Alive! Productions

Pedal Powered – 2019

- *20-25 – large pieces*
- *Tier 2- depends on how many stores want to participate – displayed in shop windows and in front of stores if they have space.*
- *Painted bike wheels instead of banners on the posts.*
- *Beautifying the street and promote cycling as well.*

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- *Working with active transportation – wants to do little booths – cycling trails – bike safety – cycling demo with the OPP (kids) during the kick-off*
- *Requesting \$7000 sponsorship.*

7. Minutes

January 8, 2019 -Carried.

8. Closed Session

There are no Closed Session items

9. Correspondence – Information Items

- a. City of Orillia – Planning Act Notice of the passing Zoning By-Law Amendment (Waterfront Redevelopment Lands)
- b. Clerk's Department – Chapter 660 – Recommended Amendments Response
- c. Clerk's Department – DMB Appointment Recommendations to City of Orillia Committees – Response
- d. Orillia District Chamber of Commerce – 2019 Membership Confirmation
- e. Orillia District Chamber of Commerce –Business Achievement Awards
- f. Clerk's Department – 2019 Budget Committee – DMB 2019 Budget Adopted by Council
- g. Ainley Consulting – Notice of Completion – Catchment Area 17 – Schedule B Municipal Class Environmental Assessment
- h. Digital Main Street – Grant Information
Receive as information.

10. Correspondence – Action Items

- a. 2020 Ontario Winter Games – DOMB Support
It's a very large ask. Find out more and report back as to what exactly it involves such as how many hours, who held the role in 2018, gather reports from 2018. Is there's a role we can take on that works with our strengths i.e. special event planning, marketing and advertising.
- b. Ellen Wolper – Emails to Office – Wi-Fi, Website, Snow Removal, Communication

Motion 1

Moved: Michael Fredson

Seconded: Daniel Saberi

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**“THAT the Downtown Orillia Management Board provide a written response to Ms. Wolper’s emails as discussed at the meeting.”
Carried.**

- c. Jeff Duggan, Senior Planner – Downtown Streetscape Improvement Plan

Motion 2

Moved: Al Wallace

Seconded: Ron Spencer

“THAT the Downtown Orillia Management Board supports the concept proposed in the Downtown Tomorrow Streetscape Improvement Plan as presented;

**AND THAT Council allocate money to address critical areas on the sidewalks due to safety concerns in the interim.”
Carried.**

11. Reports

- a. Financial Report

Motion 3

Moved: Al Wallace

Seconded: Ron Spencer

**“THAT the Downtown Orillia Management Board pay the financials presented in the February 19, 2019 Financial Report in the amount of \$8,305.82.”
Carried.**

- b. DMB Committee Appointments

Motion 4

Moved Al Wallace

Seconded Ron Spencer

“THAT the Downtown Orillia Management Board appoint the following directors to the Events Committee:

- Michael Fredson

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- **Al Wallace**

Carried.

Motion 5

Moved: Susan Willsey

Seconded: Nancy Nevala

“THAT the Downtown Orillia Management Board appoint the following directors to the Marketing Committee:”

- **Susan Willsey**
- **Nancy Nevala**
- **Ron Spencer**

Carried.

Motion 6

Moved: Susan Willsey

Seconded: Nancy Nevala

“THAT the Downtown Orillia Management Board appoint the following directors to the Beautification, Maintenance and Seasonal Décor Committee:

- **Michael Knight**
- **Al Wallace**
- **Councillor Rob Kloostra”**

Carried.

Motion 7

Moved: Michael Fredson

Seconded: Daniel Saberi

“THAT the Downtown Orillia Management Board appoint the following directors to the Sidewalk Use Permit Committee:”

- **Ron Spencer**
- **Michael Knight”**

Carried.

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c. Streets Alive! Tier 2 Involvement

Board voted to move Streets Alive! Deputation Motion to be dealt with before Tier 2 Involvement motion.

Motion 8

Moved: Susan Willsey

Seconded: Ron Spencer

“THAT the Downtown Orillia Management Board sponsor the 2019 Streets Alive! in the amount of \$7000.00 provided the following conditions are met:

- The scale of the project is completed as presented Sculptures stretching the entire BIA from the waterfront to Albert Street;

- The DMB approves the placement locations of the sculptures before issuing payment;

**AND THAT \$7000.00 Sponsorship be debited from the 2019 Streets Alive! Budget;
Carried.**

Motion 9

Moved: Susan Willsey

Seconded: Daniel Saberi

“THAT the Downtown Orillia Management Board co-ordinate Tier 2 of the 2019 Streets Alive! project Pedal Power in partnership with Streets Alive! Productions provided all businesses who sponsor a bicycle and want to display on the sidewalk have obtained a DMB Sidewalk Use Permit as per DMB Policy 17.1.”

Carried.

Direction: Ensure Leslie knows that artists and stores must be directed to us.

d. Events Report

Receive as information.

e. 2019 Marketing and Advertising Plan – For Approval

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Motion 10

Moved: Susan Willsey

Seconded: Daniel Saberi

“THAT the Downtown Orillia Management Board approve the 2019 Advertising and Marketing Plan as presented

- **with weekend ad campaign on KICX and the DOCK”
Carried.**

Direction: Book the billboard by Line 7 in Oro-Medonte – Try to negotiate a better deal.

- f. Truck

Motion 11

Moved: Michael Fredson

Seconded: Councillor Rob Kloostra

“THAT the Downtown Orillia Management Board allocate \$3100 plus HST to have the DMB truck wrapped in the Orillia 150 Downtown mural design and to install flares and touch up the bumpers and tailgate.”

Allocate more fuel money to get out on the street

- g. Code of Conduct – DMB Directors

Directors signed and submitted to office.

Direction: Look at amending verbiage to include all forms of communication (email, social media etc.)

- h. Farmers’ Market Management Committee

Rep away was not in attendance this meeting. Will report on February meeting at next board meeting.

- i. Transit Advisory Committee

No Meeting.

- j. Orillia District Chamber of Commerce

- *Business Recruitment Committee established*

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- Soldiers' Memorial Future Site – Current site will be repurposed. 15 year timeline.

Receive as information.

12. Deputation Motions

Roots North

Motion 12

Moved: Susan Willsey

Seconded: Daniel Saberi

"THAT the Downtown Orillia Management Board sponsor the Roots North Music Festival in Downtown Orillia in April in the amount of \$450.00 and banners;

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

AND THAT the sponsorship be debited from the Seasonal Promotions Accounts;

Motion 13

Moved: Councillor Rob Kloostra

Seconded: Ron Spencer

"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;

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."

Streets Alive! – moved to 11.c Reports – Streets Alive! Tier 2 Involvement

13. Date of Next Meeting – March 19, 2019

14. Adjournment – 8:07pm