



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

**Minutes of the electronic meeting of the Downtown Orillia Management Board,
January 18, 2022 at 6:00 p.m.**

Present: Michael Knight, Chair
Michael Fredson, Vice Chair
Al Wallace, Treasurer
Councillor Rob Kloostra
Ron Spencer
Ruth Howorth

Absent: Jeff Gilbert
Carmine DeSanto
Darcy MacDonell

**Also
Present:** Lisa Thomson-Roop, Manager
Samantha Yandt, Events & Marketing Coordinator
Erin Fordham, Alta Vista Planning Partnerships Inc.

Open Session

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

Chair - Election

Moved by Spencer, seconded by Wallace:

THAT the Downtown Orillia Management Board appoint Michael Fredson as
Chair of the Board for the 2022 term.

Carried.

Call to Order

Michael Fredson assumed the Chair.

The meeting was called to order at 6:07 p.m.

Moved by Wallace, seconded by Spencer:

THAT the Downtown Orillia Management Board appoint Michael Knight as Vice
Chair of the Board for the 2022 term.

Carried.

Moved by Kloostra, seconded by Knight:

THAT the Downtown Orillia Management Board appoint Ruth Howorth as Treasurer of the Board for the 2022 term.

Carried.

Approval of Agenda

Moved by Knight, seconded by Spencer:

THAT the agenda for the Downtown Orillia Management Board meeting held on January 18, 2022 be approved as distributed.

Carried.

Disclosure of Interest

1. Michael Knight– re: Reports – Item 1. Financials – December 31, 2021

Nature of Interest – Chair is the owner of Co-op Parking, one of the invoices listed to be paid in the report.

M. Knight left the table during discussion and voting on this matter.

Deputations

1. Erin Fordham, Alta Vista Planning Partnerships Inc. – Chamber Plan Employee Benefits.

Erin Fordham provided an overview of the staff benefits programs and options available through the Chamber Employee Benefits Plan.

Minutes

1. November 16, 2021

Moved by Knight, seconded by Kloostra:

THAT the minutes of the Downtown Orillia Management Board meeting held on November 16, 2021 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Corporate Services Department, Clerk's Division – re Appointment to Parking Advisory Committee.
2. Office of the Mayor – re 2022 Tag Days.
 - a) Orillia & District Literacy Council.
 - b) Orillia Channel Cats.
 - c) Orillia Navy League of Canada (NLCC 199).

Moved by Kloostra, seconded by Howorth:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on January 18, 2022 be received as information.

Carried.

Correspondence - Action Items

1. Police Retirees of Ontario - re P.R.O. Bear Campaign Sponsorship Request.

Moved by Knight, seconded by Kloostra:

THAT the Police Retirees of Ontario – re P.R.O. Bear Campaign Sponsorship Request be received.

Carried.

2. Corporate Services Department, Clerk's Division – re 2022 Budget Committee.

Moved by Kloostra, seconded by Wallace:

THAT the correspondence from the Corporate Services Department, Clerk's Division – re 2022 Budget Committee be received;

Carried.

3. Corporate Services Department, Clerk's Division – re Meeting Schedules and Election of Chair for 2022.

Moved by Wallace, seconded by Knight:

THAT the correspondence from the Corporate Services Department, Clerk's Division – re Meeting Schedules and Election of Chair for 2022 be received;

AND THAT the Downtown Orillia Management Board hold its regular 2022 monthly board meeting on the third Tuesday of the month at 6:00 p.m. in the Downtown Orillia Office Boardroom or electronically as indicated on the agenda;

AND THAT on months that the Tuesday is immediately following a long weekend, the meeting move to the 3rd Wednesday.

Carried.

4. Office of Jill Dunlop, MPP for Simcoe North – re Reconnect Ontario Program now open until February 2, 2022.

Moved by Kloostra, seconded by Howorth:

THAT the correspondence from the Office of Jill Dunlop, MPP for Simcoe North – re Reconnect Ontario Program be received;

AND THAT staff be directed to apply if applicable to extend the scheduled 2022 summer Saturday road closure events to program Friday night See you on the Patio road closures to increase attendance, support businesses and encourage overnight stays in the community.

Carried.

Reports

1. DMB Manager – re Financial Report.

Moved by Wallace, seconded by Kloostra:

THAT the Financial Report dated December 31, 2021 for the period of November 16, 2021 to December 31, 2021 be received with the exception of the Co-op Parking invoice dated November 9, 2021, which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$24,626.91 from the 2021 DMB Budget.

Carried.

M. Knight left the table by turning camera and microphone off

Moved by Spencer, seconded by Wallace:

THAT the Co-op Parking invoice for staff parking spaces dated November 9, 2021, for the period of November 16, 2021 to December 31, 2021 be received;

AND THAT staff be authorized to proceed with payment in the amount of \$240.00 from the 2021 DMB Budget.

Carried.

M. Knight returned to the table.

Moved by Wallace, seconded by Kloostra:

THAT the Financial Report dated January 18, 2022 for the period of January 1, 2022 to January 18, 2022 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$4,368.37 from the 2022 DMB Budget.

Carried.

2. DMB Event & Marketing Coordinator – re 2022 Marketing Plan.

Moved by Wallace, seconded by Kloostra:

THAT the draft 2022 Downtown Orillia Marketing Plan be received.

Carried.

3. Director, Michael Fredson – re Parking Advisory Committee.

Moved by Kloostra, seconded by Spencer:

THAT the Parking Advisory Committee Report be received.

Carried.

4. DMB Manager – re ERTF Activity Report.
 - a) My Main Street Business Accelerator Program Successful Grant Announcement.
 - b) See you on the Patio 2021 Survey Results.
 - c) My Main Street Community Activator Grant.

Moved by Knight, seconded by Howorth:

THAT the ERTF Activity Report be received.

Carried.

5. Director Ruth Howorth – re Orillia and District Chamber of Commerce.

Moved by Wallace, seconded by Spencer:

THAT the Orillia District Chamber of Commerce Report be received.

Carried.

Deputation Motions

Moved by Knight, seconded by Howorth:

THAT the DMB receive the deputation by Erin Fordham of Alta Vista Planning Partnerships Inc. regarding the variance request for the Chamber Plan for Employee Benefits.

Carried.

Date of Next Meeting

February 15, 2022 at 6:00 – Electronically.

Adjournment

Moved by Spencer, seconded by Kloostra:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:56 p.m.

Chair.