



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

**Minutes of the electronic meeting of the Downtown Orillia Management Board,
March 22 at 6:00 p.m.**

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

Absent: Carmine DeSanto

Also Present: Lisa Thomson-Roop, Manager
Samantha Yandt, Events & Marketing Coordinator

Open Session

Chair – Michael Fredson

Call to Order

The meeting was called to order at 6:10 p.m.

Approval of Agenda

Moved by Kloostra, seconded by Howorth:

THAT the agenda for the Downtown Orillia Management Board meeting held on February 15, 2022 be approved as amended with the addition updates to the Financial, Community Outreach Group and See You on the Patio 2022 Reports as listed the addendum agenda.

Carried.

Al Wallace arrived at 6:12pm

Disclosure of Interest

1. Michael Knight– re: Reports – Item 1. Financials – March 22, 2022

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. Amber Elliott, Main Street Ambassador – re My Main Street Community Ambassador Program Introduction.

Minutes

1. February 15, 2022

Moved by Knight, seconded by Howorth:

THAT the minutes of the Downtown Orillia Management Board meeting held on January 18, 2022 be adopted, having been printed and distributed.

Carried.

2. March 3, 2022

Moved by Spencer, seconded by Kloostra:

THAT the minutes of the Downtown Orillia Management Board meeting held on March 3, 2022 be adopted, having been printed and distributed.

Carried.

Closed Session

Motion to move into Closed Session

Moved by Kloostra, seconded by Gilbert:

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 a matter pursuant to Section 239(2) (d) of the said Act (Personnel Matter).

Carried.

Motion to Rise to Open Session

Moved by Spencer, seconded by Kloostra:

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

Carried.

Open Session

Motions Arising from Closed Session Discussions

1. Moved by Knight, seconded by Wallace:

THAT as recommended in the confidential report dated March 22, 2022 regarding the employee benefit package, the Downtown Orillia Management Board approve covering 75% of the costs of benefits as outlined in the report for all full-time employees.

Carried.

Moved by Spencer, seconded by Wallace:

THAT as recommended in the confidential report dated March 22, 2022, regarding staff contracts, the Downtown Orillia Management Board increase DMB Maintenance Lead Rick Elliott's salary by 3% plus benefits in line with the approved 2022 DMB Budget beginning April 1, 2022.

Carried.

Moved by Kloostra, seconded by Wallace:

THAT as recommended in the confidential report dated March 22, 2022, regarding staff contracts, the Downtown Orillia Management Board increase DMB Maintenance employee Rick Lenartowicz's hourly rate by 3% in line with the approved 2022 DMB Budget beginning April 1, 2022.

Carried.

Moved by Knight, seconded by Gilbert:

THAT as recommended in the confidential report dated March 22, 2022, regarding staff contracts, the Downtown Orillia Management Board increase DMB Marketing and Events Co-ordinator Samantha Yandt's salary by 3% plus benefits in line with the approved 2022 DMB Budget beginning April 1, 2022."

Carried.

Moved: Gilbert, seconded by Spencer.

THAT as recommended in the confidential report dated March 22, 2022 the board increase the salary range for the BIA Manager position by 5 thousand dollars.

Carried.

Darcy MacDonell arrived at 7:10pm.

Correspondence - Information Items

1. There were no Correspondence – Information Items.

Correspondence - Action Items

1. Leslie Fournier, Street Alive! Productions – re 2022 Streets Alive Sponsorship Request.

Moved by Spencer, seconded by Gilbert:

THAT the correspondence from Leslie Fournier regarding the 2022 Streets Alive! Sponsorship request be received;

AND THAT the Downtown Orillia Management Board sponsor the 2022 Streets Alive! in the amount of \$ 5000.00 provided the following conditions are met:

- The project be allocated equally throughout the entire BIA from the waterfront to Albert Street
- The DMB approves the placement locations of the sculptures before issuing payment

AND THAT the \$5000.00 Sponsorship be debited from the 2022 Streets Alive! account as approved in the 2022 DMB Budget.

Carried.

2. Empower Simcoe Ground Sign Exemption Support Request.

Moved by Kloostra, seconded by Spencer:

THAT the correspondence from Empower Simcoe requesting support for ground sign bylaw exemption to allow for an electronic sign be received.

AND THAT staff be directed to send a letter to the Committee of Adjustment that the board vehemently objects to digital TV screen signage in the Downtown Sign Permit Area (DSPA).

Carried.

Reports

1. DMB Manager – re Financial Report.

Moved by Knight, seconded by Spencer:

THAT the Financial Report dated March 22, 2022 for the period of February 15, 2022 to March 22, 2022 be received with the exception of the Co-op Parking invoice dated February 7, 2022 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$3,410.70 from the 2022 DMB Budget.

Carried.

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

Moved by Wallace, seconded by Spencer :

THAT the Co-op Parking invoice for staff parking spaces dated February 7, 2022, for the period February 15, 2022 to March 22, 2022 of be received;

AND THAT staff be authorized to proceed with payment in the amount of \$240.00 from the 2022 DMB Budget.

Carried.

M. Knight returned to the table.

2. DMB Manager – re April Board Meeting.

Moved by Spencer, seconded by Gilbert:

THAT the Downtown Orillia Management Board move its April 20, 2022, board meeting to April 26, 2022 to accommodate a staff vacation.

Carried.

3. DMB Event & Marketing Coordinator – re Marketing and Event Update.

Moved by Spencer, seconded by Howorth:

THAT the March Downtown Orillia Event and Marketing Update be received.

Carried.

4. Director, Michael Fredson – re Community Outreach Working Group.

Moved by Kloostra, seconded by Gilbert:

THAT the Community Outreach Working Group Report be received;

AND THAT Director Fredson reach out to the Lakehead regarding the logistics around a CPTED study for the downtown.

Carried.

Transit Advisory was moved to before Parking Advisory Committee Report as Director Spencer had to leave.

5. Director, Ron Spencer– re Transit Advisory Committee.

Moved by Wallace, seconded by Knight:

THAT the Transit Advisory Committee report be received;

Carried.

Ron Spencer left the meeting at 7:54 p.m.

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

Moved by Howorth, seconded by Gilbert:

THAT the Parking Advisory Report be received.

Carried.

7. DMB Manager – re Economic Recovery Task Force Activity Report.

Moved by Howorth, seconded by Wallace:

THAT the Economic Recovery Task Force Activity Report be received.

Carried.

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

Moved by Kloostra, seconded by MacDonell:

THAT the Orillia District Chamber of Commerce Report be received.

Carried.

9. DMB Manager & Event & Marketing Coordinator – re See You on The Patio 2022 Survey.

Ruth Howorth left at 8:28 p.m.

Moved by Wallace, seconded by Gilbert:

THAT the See you on the Patio 2022 Survey report be deferred to Special Meeting on Tuesday April 12, 2022 at 6:00 p.m. for further discussion.

Carried.

Adjournment

Moved by MacDonell, seconded by Wallace:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 8:33 p.m.

Chair.