



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area for
Tuesday, August 19, 2025

Present: Doug Cooper, In the Chair
(7:28 PM-Adjournment)
Jennie May Banks, Vice Chair,
In the Chair (5:42PM – 7:27 PM)
Councillor David Campbell
Megan Murray, Secretary
Ruth Howorth, Director
Jeff Gilbert, Director

Regrets: Darcy MacDonell, Director
Jenna French, Director
Michael Fredson, Treasurer

Also Present: Deron Johnston, DOBIA Executive Director
Tarah Harper, Membership Coordinator

Open Session

Chair- Jennie May Banks, Vice Chair

Call To order

The meeting was called to order at 5:42 PM.

Approval of Agenda

Moved by David Campbell, seconded by Jeff Gilbert

“THAT, the agenda for August 26, 2025 be approved as distributed.”

Carried.

Disclosure of Interest

Doug Cooper, Pecuniary interest for report item number 4, abstains from discussion and vote.

Minutes

1. Regular Meeting, June 17, 2025
Moved by Ruth Howorth, seconded by Jeff Gilbert.

“THAT, the minutes for the July 16, 2025, regular board minutes be approved.”

Carried

Correspondence Action Items

1. Shawn Crawford, Director of Legislative, Building, Parking, and Transit Services, re – Bench Usage Feedback

Moved by David Campbell, seconded by Ruth Howorth.

City of Orillia Staff have requested a consultation of membership businesses regarding city placed benches and outreach efforts at Municipal lots. The Executive Committee will craft a survey and membership adjacent to Lot 1 will be contacted in person for feedback. That feedback will be sent to the City and inform the report responding to Director Crawford's request.

"THAT, the correspondence regarding the Bench Usage be received.

AND THAT, the Executive Committee be tasked with reaching out to membership."

Carried.

2. Amy MacAlpine, Royal Canadian Falconry, re – Work Order

Moved by Ruth Howorth, seconded by Jeff Gilbert.

The updated work order is ready to be signed for the next three years of wildlife control.

"THAT, the correspondence regarding the Falconry Contract be received.

AND THAT, the Chair sign the work order with board approval."

Carried.

Reports

1. Deron Johnston, Executive Director re – Partnership Organizations

Moved by Ruth Howorth, seconded by David Campbell.

The Orillia Chamber of Commerce is developing its event planning for 2026. In continued cooperation, the board would like to invite the Chamber to make a deputation regarding its events once planning is complete.

"THAT, the report be received.

AND THAT, staff be directed to invite the Port of Orillia to make a deputation for 2026 programming."

Carried.

2. Deron Johnston, Executive Director, re – Financial Report

Moved by David, seconded by Ruth

Efforts to continue reforming the GL coding have been met with resistance. The board continues to advocate for BIA financial independence and clearer reporting structures.

“THAT, the financial report be received.”

Carried.

3. Deron Johnston, DOBIA Executive Director re – Office Report
Moved by Ruth Howorth, seconded by Jeff Gilbert.

Staff are meeting with City of Orillia financial staff to clarify and streamline requisitions and reporting. Funding for the Starry Night event has been sent into the office and needs to be released.

“THAT, the Office Report be received.

AND THAT, the budgeted funding for Starry Night be released to the organizers.”

Carried.

4. Deron Johnston, DOBIA Executive Director, re – Dog Waste Sponsorship
Moved by Ruth Howorth, seconded by Jeff Gilbert.

The Dog Waste Sponsorship policy was approved and payment from Provenance Wine Bar is requested. Chair, Doug Cooper abstained from discussion and voting.

“THAT, the Dog Waste Sponsorship policy be approved.

AND THAT, the cost of the purchased Dog Waste units be requested.”

Carried.

5. Deron Johnston, DOBIA Executive Director, re – Replacement Light Strands for Posts
Moved by David Campbell, seconded by Ruth Howorth

The lamp post lighting replacement strands have been used, and 40 more commercial light strands should be ordered as additional replacements. North Pro has been able to get additional discount on this replacement order.

“THAT, the replacement light strand report be received.

AND THAT, the cost of 40 commercial light strands be approved.”

Carried.

6. Deron Johnston, DOBIA Executive Director, re – Lighthouse Information Session
Moved by David Campbell, seconded by Ruth Howorth.

The Lighthouse information session hosted by the DOBIA took place and was well received despite low attendance. Several concerned businesses outside of the BIA Boundaries were also invited and attended. Feedback included that new information was heard, it supported positive communication, and attendants were grateful for the time to be heard.

“THAT, the Lighthouse Information Session report be received.”

Carried.

7. Deron Johnston, DOBIA Executive Director, re – Annual Membership Survey
Moved by David Campbell, seconded by Jennie May Banks.

The Annual Membership Survey prepared earlier in the year should be ready to be distributed digitally and paper copies at the AGM, and links provided in the newsletter following the AGM.

“THAT, the Annual Membership Survey report be received.

AND THAT, the survey be ready for membership at the Annual General Meeting and consecutive newsletter.”

Carried.

8. Deron Johnston, DOBIA Executive Director, re – Annual General Meeting
Moved by David Campbell, Ruth Howorth

“THAT, the AGM be recieved”

9. Standing Committee Reports
 - a. Megan Murray, Secretary re – Beautification, Maintenance & Streetscape
Moved by Jennie , seconded by .David

“THAT the BMS Committee report be received.

AND THAT, the committee seek feedback from stakeholders on Bench Rest Area Initiative.

AND THAT spending of up to \$1000 for Fall Décor Initiative be approved.

AND THAT, the BMS committee seek out quotes for winter hanging baskets and report back to the board.

Carried

- b. Jennie May Banks, Director re – Marketing, Promotions & Sponsorship
Moved by Jeff, seconded by Ruth.

“THAT the MPS Committee report be received.

AND THAT, the branding report be approved.”

AND THAT, the RFP for the website be approved for dissemination.”

Carried.

10. David Campbell, Council Representative re – City of Orillia Council Report
Moved by Ruth, seconded by Jeff.

“THAT, the Council report be received.”

Carried.

11. Megan Murray, Secretary, re – Governance Working Group Report: Reserve Policy
Moved by Ruth, Seconded by Jennie May.

“THAT, the Governance Working group report be received

AND THAT, the Reserve Policy be adopted with the operational, capital and general reserve titles.

AND THAT, the allocations of each reserve be determined at the next meeting.

Carried.

12. Deron Johnston, DOBIA Executive Director, re – Budget 2026
Moved by Jennie, seconded by David.

“THAT, the Budget 2026 report be received.”

Carried.

Deputation Motions

Angelo Orsi, Orsi Group, re – City Planning Changes for West Ridge
Moved by Michael Fredson, seconded by Jennie May Banks.

The Orsi Group representatives presented their desire request a change in the planning requirements for the West Ridge area to the City of Orillia.

“THAT, the deputation of Angelo Orsi, Orsi Group be received.”

Carried.

Date of Next Meeting

August 18, 2025, at 5:30 PM in the DOBIA Office.

Adjournment

Moved by Ruth Howorth, seconded by Michael Fredson.

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at 8:52 PM

Doug Cooper,
Chair