



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

**Minutes of the electronic meeting of the Downtown Orillia Management Board,
January 19, 2021 at 6:00 p.m.**

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

Absent:

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

Open Session

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

Chair - Election

Moved by Wallace, seconded by Spencer:

THAT the Downtown Orillia Management Board appoint Michael Knight as Chair of the Board for the 2021 term.

Carried.

Call to Order

The meeting was called to order at 6:05 p.m.

Moved by Wallace, seconded by Gilbert:

THAT the Downtown Orillia Management Board appoint Michael Fredson as Vice Chair of the Board for the 2021 term.

Carried.

Moved by Fredson seconded by Gilbert:

THAT the Downtown Orillia Management Board appoint Al Wallace as Treasurer of the Board for the 2021 term.

Carried.

Approval of Agenda

Moved by Kloostra, seconded by DeSanto:

THAT the agenda for the Downtown Orillia Management Board meeting held on January 19, 2021 be approved as distributed.

Carried.

Disclosure of Interest

1. None declared.

Deputations

1. There were no deputations.

Minutes

1. November 17, 2020

Moved by Wallace, seconded by Gilbert:

THAT the minutes of the Downtown Orillia Management Board meeting held on November 17, 2020 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Office of the Mayor – re Overnight Tenant Permits (Report DSE-20-04).
2. Corporate Services/Legal Department, Clerk's Division – re Meeting Schedules & Election of Chair for 2021.
3. Corporate Services/Legal Department, Clerk's Division – re Board Vacancy – Recommended Appointment.
4. Treasury Department – re DMB Budget Statement – November 2020.

5. Corporate Services/Legal Department, Clerk's Division – re 2021 Budget Committee.
6. Environment & Infrastructure Services Department, Environmental Services Division – re Process for Collecting Untagged Garbage in Downtown Orillia.

Moved by Wallace, seconded by DeSanto:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on January 19, 2021 be received as information.

Carried.

Correspondence - Action Items

1. Chief Administrative Office – re City of Orillia New Resident Welcome and Information Package.

Moved by Spencer, seconded by Kloostra:

THAT the correspondence from the CAO Office – re City of Orillia New Resident Welcome and Information package be received;

AND THAT the board offer 200 \$5 vouchers expiring December 31, 2021;

AND THAT the up to \$1000.00 cost of redeemed vouchers be taken from the Community Event Sponsorship budget.

Carried.

2. Regional Tourism Organization 7 – re COVID Tourism Response Fund.

Moved by Howorth, seconded by DeSanto:

THAT the correspondence from RTO7 – re COVID Tourism Response Fund be received;

AND THAT staff be directed to apply for cost associated with hosting the See you on the Patio Promotion in 2020;

AND THAT any funds received be allocated towards the 2021 See you on the Patio road closure should it be approved.

Carried.

3. Laura Thompson, Senior Manager of Business Development – re See You on the Patio Initiative Working Group request for DMB Representative.

Moved by Wallace, seconded by DeSanto:

THAT the correspondence from Laura Thompson re See you on the Patio Initiative Working Group request for a DMB representative be received;

AND THAT the following directors be appointed: Darcy MacDonell and Jeff Gilbert as the DMB representatives.

Carried.

Reports

1. DMB Manager – re 2021 Meeting Schedule.

Moved by Kloostra, seconded by DeSanto:

THAT the Downtown Orillia Management Board hold its regular 2021 monthly board meeting on the 3rd Tuesday of each month at 6:00 p.m.;

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

Carried.

2. DMB Manager – re Financial Report.

Moved by Fredson, seconded by DeSanto:

THAT the Financial Report dated December 31, 2020 for the period November 17, 2020 to December 31, 2020 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$23,227.42 from the 2020 DMB Budget.

Carried.

Moved by Fredson, seconded by Wallace:

THAT the Financial Report dated Jan 19, 2021 for the period of January 1, 2021 to January 19, 2021 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$1,972.24 from the 2021 DMB Budget.

Carried.

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

Moved by Kloostra, seconded by DeSanto:

THAT the January Marketing Update be received;

AND THAT the following advertising purchases be approved:

- Billboard \$12,545.00
- Summer Fun Guide \$475.00
- Lake Country Ad \$1,015.87

Carried.

4. DMB Manager – re Current DMB Initiatives and Activities Status Report.

Moved by Wallace, seconded by Fredson:

THAT the DMB Initiatives and Activities Status Report be received.

Carried.

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

Moved by Gilbert, seconded by Spencer:

THAT the Parking Advisory Report be received:

Carried.

Moved by MacDonnell, seconded by Fredson:

THAT the Downtown Orillia Management Board recommend to Mayor and Council to remove the fence in Municipal Lot 3 and use the parking spaces formally used by the OPP Detachment for permit spaces as the Detachment has relocated.

Carried.

6. DMB Manager – re ERTF Activity Report.

Moved by Gilbert, seconded by Spencer:

THAT the ERTF report be received.

Carried.

7. DMB Manager – re Mayor's Downtown Roundtable Group – Crime Deterrent.

Moved by DeSanto, seconded by MacDonell:

THAT the Crime Deterrent Initiatives report be received;

AND THAT the DMB representatives be directed to formally request the enhancement to the new OPP contract to include dedicated foot patrol downtown and a satellite office in the Library to deter crime in the core.

Carried.

8. Councillor Rob Klootra – re Orillia and District Chamber of Commerce.

- a) Development of Orillia Area Innovation Hub Presentation.

Moved by Fredson, seconded by Howorth:

THAT the Development of the Orillia Area Innovation Hub Presentation be received.

Carried.

- b) DMB Representative Appointment.

Moved by Wallace, seconded by Fredson:

THAT the Downtown Orillia Management Board recommend DMB Director Ron Spencer be appointed as the board representative of the Orillia District Chamber of Commerce.

Carried.

Date of Next Meeting

February 17, 2021 at 6:00 p.m. at the Downtown Orillia Management Board Office Boardroom.

Adjournment

Moved by Fredson, seconded by Gilbert:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:38 p.m.

Chair.