



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

**Minutes of the electronic meeting of the Downtown Orillia Management Board,
November 16, 2021 at 6:00 p.m.**

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

Absent: Ron Spencer
Carmine DeSanto
Darcy MacDonell

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

Open Session

Chair – Michael Knight

Call to Order

The meeting was called to order at 6:00 p.m.

Approval of Agenda

Moved by Wallace, seconded by Gilbert:

THAT the agenda for the Downtown Orillia Management Board meeting held on November 16, 2021 be approved as distributed.

Carried.

Disclosure of Interest

1. Michael Knight– re: Reports – Item 1. Financials – Oct 19, 2021

Nature of Interest – Chair is related to the owner of Joe Watt Trophies, 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. There were no deputations.

Minutes

1. September 21, 2021

Moved by Fredson, seconded by Wallace:

THAT the minutes of the Downtown Orillia Management Board meeting held on September 21, 2021 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 Tag Days 2021 – North Central Predators AAA - U12 Hockey Team.
2. Corporate Services, Clerk's Division – re Parking Tokens for Pay and Display Machines in Municipal Lots.
3. Corporate Services, Clerk's Division – re DMB Request Free Parking in Municipal Lots for Holiday Shopping Season.

Moved by Wallace seconded by Gilbert:

THAT the Correspondence - Information Items listed on the agenda for the Downtown Orillia Management Board meeting held on November 16, 2021 be received as information.

Carried

Correspondence - Action Items

1. Corporate Services Department, Finance – re 2022 Truck Replacement Capital Request.

Moved by Kloostra, seconded by Fredson:

THAT the Corporate Services Department, Finance – re 2022 Truck Replacement Capital Request correspondence be received.

Carried.

2. Development Services and Engineering Department – re Downtown and Waterfront Area Traffic and Parking Study, Meeting Notice.

Moved by Kloostra, seconded by Fredson:

THAT the Development Services and Engineering Department – re Downtown and Waterfront Area Traffic and Parking Study, Meeting Notice;

AND THAT staff be directed to send out the notice to the membership;

AND THAT all board members be encouraged to register to attend.

Carried.

Reports

1. DMB Manager – re Financial Report.

Moved by Kloostra, seconded by Wallace:

THAT the Financial Report dated October 19, 2021 for the period of September 21, 2021 to October 19, 2021 be received with the exception of the Joe Watt Trophy invoice dated October 13, 2021, which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$4,036.43 from the 2021 DMB Budget.

Carried.

M. Knight left the table by turning camera and microphone off.
Vice Chair Fredson assumed the Chair.

Moved by Kloostra, seconded by Gilbert:

THAT the Joe Watt Trophy invoice for AGM Business Achievement Award trophies dated October 13, 2021, for the period of September 21, 2021 to October 19, 2021 be received;

AND THAT staff be authorized to proceed with payment in the amount of \$289.28 from the 2021 DMB Budget.

Carried.

M. Knight reassumed the Chair.

Moved by Kloostra, seconded by Gilbert:

THAT the Financial Report dated November 16, 2021 for the period of October 19, 2021 to November 16, 2021 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$18,360.14 from the 2021 DMB Budget.

Carried.

2. DMB Event & Marketing Coordinator – re 2021 Event & Marketing Update.

a) Holiday Promotion Update.

b) Hotel Advertising.

Moved by Fredson, seconded by Gilbert:

THAT the Downtown Orillia Management Board receive the November 2021 Event & Marketing Update;

AND THAT the Downtown Orillia Management Board proceed with Hotel Directory advertising at \$2373.00 for the 2022 year.

Carried.

c) Hwy 11 Billboard

Moved by Fredson, seconded by Gilbert:

THAT the Downtown Orillia Management Board terminate the Highway 11 NB Billboard contract with Datamax Outdoor Advertising due to on-going issues with visibility on the property;

AND THAT the savings of \$3220.50 in the first quarter of 2022 be directed to the 2022 Marketing Plan for other initiatives.

Carried.

3. DMB Manager – re Boards and Committees 2022 Budget Meeting Presentations.

Moved by Fredson, seconded by Gilbert:

THAT the Boards and Committees 2022 Budget Meeting Presentations report be received.

Carried.

4. DMB Manager – re Dedicated Foot Patrol Downtown Meeting with Mayor, CAO, and Detachment Commander.

Moved by Kloostra, seconded by Wallace:

THAT the Dedicated Foot Patrol Downtown Meeting with Mayor, CAO, and Detachment Commander report be received.

Carried.

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

Moved by Fredson, seconded by Gilbert:

THAT the Transit Advisory Committee Report be received.

Carried.

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

Moved by Kloostra, seconded by Gilbert:

THAT the Parking Advisory Committee Report be received.

Carried.

7. DMB Manager – re ERTF Activity Report.

Moved by Fredson, seconded by Wallace:

THAT the ERTF report be received.

Carried.

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

Moved by Fredson, seconded by Kloostra:

THAT the Orillia and Area District Chamber of Commerce Report be received;
Carried.

Date of Next Meeting

January 18, 2022 at 6:00 p.m. at the Downtown Orillia Management Board Office Boardroom.

Adjournment

Moved by Kloostra, seconded by Wallace:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:12 p.m.

Chair.