



## **DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES**

**Minutes of the electronic meeting of the Downtown Orillia Management Board,  
February 17, 2021 at 6:00 p.m.**

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

**Absent:** Councillor Rob Klootra

**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 6:06 p.m.

#### **Approval of Agenda**

Moved by Wallace, seconded by Spencer:

THAT the agenda for the Downtown Orillia Management Board meeting held on February 17, 2021 be approved as distributed.

**Carried.**

### **Disclosure of Interest**

1. Michael Knight– re: Reports – Item 1. Financials – February 17, 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. There were no deputations.

### **Minutes**

1. January 19, 2021

Moved by DeSanto, seconded by Wallace:

THAT the minutes of the Downtown Orillia Management Board meeting held on January 19, 2021 be adopted, having been printed and distributed.

**Carried.**

### **Closed Session**

There were no closed session items for this meeting.

### **Correspondence - Information Items**

1. City of Orillia – re 15-Minute Grant Challenge, Media Release.
2. County of Simcoe – re Rural Innovation Challenge Winners, Media Release.
3. Office of the Mayor – re 2021 Tag Days Authorization.
  - a) Orillia Channel Cats.
  - b) Orillia Navy League of Canada (NLCC 199).
  - c) Comfie Cat Shelter.

Moved by DeSanto, seconded by Spencer:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on February 17, 2021 be received as information.

**Carried.**

### **Correspondence - Action Items**

1. Mariposa Acupuncture – re Parking Tokens, Municipal Lots.

Moved by Fredson, seconded by Gilbert:

THAT the correspondence from Mariposa Acupuncture – re Parking Tokens, Municipal Lots be received;

AND THAT the Downtown Orillia Management Board recommend to the Parking Advisory Committee to explore the feasibility offering parking tokens for purchase in Municipal Lots.

**Carried.**

Director MacDonell joined the meeting at 6:18 pm

### **Reports**

1. DMB Manager – re Financial Report.

Moved by Wallace, seconded by Spencer:

THAT the Financial Report dated February 17, 2021 for the period January 19, 2021 to February 17, 2021 be received with the with the exception of the Co-Op Parking invoice dated February 8, 2021 which shall be dealt with separately;

AND THAT staff be authorized to proceed with payments in the amount of \$7,185.76 from the 2021 DMB Budget.

**Carried.**

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

Vice Chair Spencer assumed the Chair.

Moved by Spencer, seconded by Gilbert:

THAT the Co-Op Parking invoice for staff parking spaces for 3 months dated February 8, 2021 for the period January 17, 2021 to February 17, 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 reassumed the Chair.

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

Moved by Spencer, seconded by DeSanto:

THAT the 2021 February Event & Marketing Update be received;

AND THAT the following advertising purchases:

- Billboard Re-print with #SeeYouOnThePatio2021	Free
- Downtown Open-For-Business Campaign	\$500.00
- Easter Egg Online Scavenger Hunt	\$350.00 DT\$'s
	\$250.00 in advertising
	\$240.00 in graphic design
<b>Total Spend:</b>	<b>\$1340.00</b>

**Carried.**

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

Moved by Fredson, seconded by Gilbert:

THAT the DMB Initiatives and Activities Status report be received.

**Carried.**

4. DMB Manager – re See You on the Patio BIA Membership Survey Draft.

Moved by Spencer, seconded by DeSanto:

THAT staff be directed to make the following changes to the See you on the Patio BIA Membership Survey before distribution:

- Move up question number 10;
- Rework last year's evaluation of the event to allow comparison to Friday and Saturdays in August;
- Breakdown costs ROI question.

**Carried.**

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

Moved by Wallace, seconded by DeSanto:

THAT the Parking Advisory Committee Report be received;

AND THAT the DMB direct representative Michael Fredson to provide the following input to the Parking Advisory Committee concerning the new parking survey:

- Research each parking user group (customer, employee, resident) and develop plan/recommendations to serve each group.

**Carried.**

6. DMB Manager – re ERTF Activity Report.

Moved by Gilbert, seconded by Fredson:

THAT the ERTF report be received;

AND THAT the DMB recommend Free Curbside Pick-up Parking be discontinued and on-street pay for parking be reinstated as per BIA business feedback.

**Carried.**

7. Directors Ron Spencer and Jeff Gilbert – re Mayor's Downtown Roundtable Group – Crime Deterrent.

Moved by Fredson, seconded by Wallace:

THAT the Crime Deterrent Initiatives Report be received.

**Carried.**

8. Director, Ron Spencer – re Orillia and District Chamber of Commerce.

Moved by Fredson, seconded by Gilbert:

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

**Carried.**

### **Date of Next Meeting**

March 16, 2021 at 6:00 p.m. at the Downtown Orillia Management Board Office Boardroom.

### **Adjournment**

Moved by Spencer, seconded by DeSanto:

THAT the meeting be adjourned.

**Carried.**

Meeting adjourned – 7:31 p.m.

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Chair.