



# DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area for  
Tuesday, July 15, 2025

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Present: Doug Cooper, In the Chair  
Jennie May Banks, Vice Chair  
Councillor David Campbell  
Megan Murray, Secretary  
Michael Fredson, Treasurer  
Ruth Howorth, Director  
Darcy MacDonell, Director  
Jenna French, Director

Absent: Jeff Gilbert, Director

**Also Present:** Deron Johnston, DOBIA Executive Director  
Will LaFrance, City of Orillia Economic Development Coordinator

## Open Session

**Chair-** Doug Cooper

## Call To order

The meeting was called to order at 5:30PM.

## Approval of Agenda

Moved by David, seconded by Fredson

“THAT, the agenda for July 15, 2025 be approved as amended to move deputations before correspondence.”

**Carried.**

## Disclosure of Interest

None declared.

## Minutes

1. Regular Meeting, June 17, 2025  
Moved by David, seconded by Fredson.

“THAT, the minutes for the June 17, 2025, regular board minutes be approved.”

**Carried.**

## Deputations

1. Angelo Orsi, and Louis Orsi, Orsi Group, re – City Planning Changes for West Ridge

A presentation was given regarding the challenges facing traditional retail versus e-commerce. The West Ridge area is looking to collaborate with the downtown. Their current zoning requires 5000 sq ft minimum for retail in West Ridge according to current official plan. The Orsi Group and would like minimum size for retail changed to become as low as 2500 square feet in official plan.

## Correspondence Action Items

1. Rhonda Eby, Treasurer at Orillia District Chamber of Commerce, re – Mardi Gras Event  
Moved by Ruth, seconded by Fredson

There is an opportunity for businesses within the BIA to participate in the Chamber's Mardi Gras event. Suggestions around

“THAT, the correspondence regarding the Chamber of Commerce Mardis Gras Event be received.

AND THAT, staff be directed to communicate DOBIA suggestions for events going forward.”

**Carried.**

2. OBIAA, re – Recycling Changes for 2026  
Moved Ruth and seconded by Fredson:

There is a change coming to the recycling collection within our municipality, there will be no effect for businesses within the DOBIA.

“THAT, the OBIAA correspondence regarding the proposed recycling changes be received.”

**Carried.**

3. Intact Insurance re – Insurance Policy  
Moved Ruth and seconded by Fredson.

The DOBIA insurance policy's annual renewal has come up. This year has been renewed but moving forward the office will be in contact with our representative before the policy comes due in order to ensure that the needs of the BIA are met along with good fiscal due diligence.

“THAT, the correspondence regarding the renewal of the DOBIA Insurance Policy is received.

AND THAT, staff are directed to pay the insurance renewal as quoted.”

**Carried.**

4. Lakehead University re – Event for Incoming Students  
Moved by JM, seconded by Fredson

There is an event for incoming Lakehead students to orient them including Downtown Orillia. There are opportunities for interested businesses to participate in a scavenger hunt style activity.

“THAT, the correspondence regarding the Lakehead orientation event be received.

AND THAT, membership be informed via the weekly newsletter.”

**Carried.**

## **Reports**

1. Deron Johnston, Executive Director re – Partnership Organizations  
Moved by David Campbell, seconded by Jennie May Banks

Economic Development gave a report regarding the DTCIP Grant Program. There have been 18 consults resulting in seven applications within the past 8 months.

“THAT, the report from the City of Orillia Economic Development department be received.”

**Carried.**

2. Michael Fredson, Treasurer, re – Financial Report  
Moved by Jennie May Banks, seconded by Ruth Howorth

The June monthly and year-to-date financials were presented.

“THAT, the financial report be received.”

**Carried.**

3. Deron Johnston, Executive Director re – Office Report  
Moved by Jennie May Banks, seconded by David Campbell.

The report was presented detailing completed tasks since the previous board meeting. There will be many upcoming Grand Opening celebrations to attend within the next month.

“THAT, the Office Report be received as information.”

**Carried.**

4. Standing Committee Reports
  - a. Megan Murray, Secretary re – Beautification, Maintenance & Streetscape  
Moved by Michael Fredson, seconded by Ruth Howorth.

Meeting with City of Orillia Director of Operations will be taking place this week to find out what the budget will be for the new seating, garbage budget will be. The BMS has successfully partnered with Hewitts for the fall decor initiative and the BMS has requested a budget of up to \$500 to subsidize the purchases of the fall decor packages. The Alleyway Upgrade project continues to be under development. It is time to renegotiate the Falconry contract for reduction of seagulls and nuisance birds within the DOBIA.

“THAT, the BMS Committee report be received.

AND THAT, based on the past success of the Falconers another 3-year contract should be engaged.”

**Carried**

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

The advertising offer was sent to car show. The DOBIA website is to be redeveloped potentially with funding. Lakehead University has new student event; this could be a good advertising event for the downtown. Additionally, there is an opportunity to participate in Lakehead job fair.

“THAT, the MPS report be received.

AND THAT, staff be directed to communicate with Economic Development and the Orientation Planning team to support the Lakehead Orientation Event.”

**Carried.**

5. David Campbell, Council Representative re – City of Orillia Council Report

**Closed Session**

Moved by Michael Fredson, seconded by Jennie May Banks.

“THAT, pursuant to Section 239(2)(b) of the *Municipal Act*, 2001, S.O. 2001, c.25, notice is hereby given that this Committee intends to hold a closed session meeting today in the Downtown Orillia Business Improvement Area Office, to deal with matters pursuant to Section 239(2)(b) of the said Act (personal matters about an identifiable individual, including municipal or local board employees).”

**Carried.**

Time Entered: 8:32PM

**Rising to Open Session**

Moved by Michael Fredson, seconded by Ruth Howorth.

“That the Board rise to Open Session”

**Carried**

## **Open Session**

### Closed Session Motions

Moved by Darcy MacDonell, seconded by Michael Fredson.

“THAT, the City Council report be received.

AND THAT, the confidential direction discussed in closed be undertaken.”

**Carried.**

6. Megan Murray and Doug Cooper, re –Transportation and Parking Working Group Report  
Moved by Michael Fredson, seconded by Jennie May Banks.

There was a Special Meeting of the Transportation and Parking Working Group to discuss the recommendations from the Winter Maintenance Working Group and consultation for the Transportation budget report. It was agreed that winter maintenance should not be taken over by the City of Orillia, rather it should be supplemented as needed by City staff in conjunction with current maintenance staff. Transportation requests included extending service on weekends and creation of a West Ridge Express route.

“THAT, the Transportation and Parking Working Group be received.”

**Carried.**

7. Deron Johnston, Executive Director re – Budget 2026  
Moved by Jennie May Banks, seconded by Michael Fredson.

The Mayor’s budget is set to be presented. There should be a second budget which might reflect major changes to the 2026 BIA budget as it stands. The 2026 budget will be submitted in draft to the City until it can be presented to membership at the 2025 Annual General Meeting.

“THAT, the Draft Budget 2026 report be received.

AND THAT, the board approved a proposed increase of 3% to the tax levy.”

**Carried.**

8. Megan Murray, Secretary re – Governance Working Group Report  
Moved by Michael Fredson, seconded by Darcy MacDonell.

“THAT, the provided Draft of the reserve policy be reviewed for the next meeting.”

**Carried.**

9. Deron Johnston, Executive Director re – Positive Press for the DOBIA  
Moved by Jennie May Banks, seconded by Michael Fredson.

Several news articles have been published in local newspapers outlining positive initiatives and events within the DOBIA in the past three weeks.

“THAT, the positive press report for the DOBIA be received.”

**Carried.**

10. Doug Cooper, Chair re – Parking Occupancy Study Request

Moved by Ruth Howorth, seconded by Michael Fredson.

Parking remains a challenging issue within our membership. To move forward with an evidence-based approach to parking that takes into consideration the best strategy for the good of the Downtown the Board would like to request that a Parking Occupancy Study be undertaken by the City of Orillia.

“THAT, the Parking Occupancy Study report be received.

AND THAT, the Downtown the Board requests that a Parking Occupancy Study be undertaken by the City of Orillia in conjunction with bylaw within the DOBIA boundaries.”

**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

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Doug Cooper,  
Chair