



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area for
Tuesday, May 20, 2025

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

Absent: Jenna French, Director

Also Present: Deron Johnston, Executive Director
Tarah Harper, Administrative Coordinator

Open Session

Chair- Doug Cooper

Call To order

The meeting was called to order at 5:32 PM.

Approval of Agenda

Moved by Darcy MacDonell, seconded by Jennie May Banks.

"THAT the DOBIA Executive Committee approve the agenda for the Tuesday May 20, 2025, meeting as distributed."

Carried.

Disclosure of Interest

None declared.

Minutes

Moved by David, seconded by Ruth.

"THAT, the minutes for the following meetings be approved as distributed.

- April 14th, 2025
- May 6th, 2025."

Carried

Closed Session

Moved by Michael Fredson, seconded by Jennie May Banks.

“THAT, pursuant to Section 239(2)(a) 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)(a) of the said Act (the security of the property of the municipality or local board).”

Carried.

Time Closed session begins: 5:44 PM

Open Session Motion

Moved by Michael Fredson, seconded by Jennie May Banks.

“THAT, the board rise to open session.”

Carried.

Time Closed session ends: 5:58 PM

Closed Session Items Motion

Moved by Michael Fredson, seconded by Ruth Howorth.

"THAT, the report be received.

AND THAT, the confidential direction discussed in Closed Session be taken.”

Carried.

Correspondence Information Items

1. Rory Bulmer, Assistant to Mayor and Council re – Tag Days

Moved by David Campbell, seconded by Ruth Howorth.

Correspondence outlining the dates and organizations for which fundraising may take place in the DOBIA.

"THAT, the correspondence from Rory Bulmer regarding TAG Days be received as information.

Carried.

Correspondence Action Items

1. Robin Cadeau, Assistant Clerk re – Transportation and Parking Working Group Composition

Moved by David, seconded by Darcy.

A second seat has been granted to the DOBIA Board on the City of Orillia Transportation and Parking Working Group.

"THAT, the correspondence from Robin Cadeau be received.

AND THAT, Doug Cooper be nominated for the position on the City of Orillia Transportation and Parking Working Group be submitted.”

Carried.

Reports

1. Deron Johnston, Executive Director re – Partner Organization Reports
Moved by David Campbell, seconded by Jennie May Banks.

No partners with reports at this meeting.

"THAT, the Partner Organizations report be received.”

Carried.

2. Deron Johnston, Executive Director re – Economic Development Report
Moved by David Campbell, seconded by Michael Fredson.

Design for updated window paper had been submitted. Discussions continue around investment attraction.

"THAT, the Economic Development report be received.”

Carried.

3. Michael Fredson, Treasurer, re – Financial Report
Moved by Jennie May Banks, seconded by Darcy MacDonell.

"THAT, the Financial report be received.”

Carried.

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

"THAT, the Office Report be received as presented.”

Carried.

5. Standing Committee Reports, Megan Murray, Secretary re – BMS Committee
Moved by Michael Fredson, seconded by Darcy MacDonell.

The Committee was able to support a potential alleyway improvement project. The Committee would like to submit a lighting audit and maintenance request for streetlights for safety.

"THAT, the Standing Committee report be received.

AND THAT, a letter be written to Mayor and Council requesting that in light of the recent lamp post collapse that an examination and maintenance of existing lamp posts take place creating a safety concern the DOBIA requests a lighting audit.”

Carried.

6. David Campbell, Council Representative re – City of Orillia Council Report
Moved by Jennie May Banks, seconded by Michael Fredson.

Discussed the implementation and implications of the newly given “Strong Mayor Powers”. Budget 2026 discussions continue at City Hall.

"THAT, the City of Orillia Council report be received."

Carried.

7. Megan Murray, Secretary, re –Transportation and Parking Working Group Report
Moved by David Campbell, seconded by Jennie May Banks.

Received the results from the Transportation Survey, the totals to be received from the Gas Tax Credits and the numbers of increased ridership from the Teen Pass implementation.

"THAT, the Orillia Transportation Working Group report be received as presented.

Carried.

8. Tarah Harper, Membership Coordinator, re – Gift Card Program update.
Moved by David Campbell, seconded by Michael Fredson.

The first onboarding call with Miconex was successful and the design of the physical card is the next step to be completed with support from the Marketing, Promotions and Sponsorship Committee.

"THAT, the Gift Card Program update be received."

Carried.

9. Tarah Harper, Membership Coordinator, re – Major DOBIA Project
Moved by Ruth Howorth, seconded by Michael Fredson.

The board discussed several options from other municipalities which have undertaken large scale projects. There is consensus that outreach be made to the Rama First Nation community to see if there would be interest in partnership.

"THAT, the DOBIA Major Project report be received."

Carried.

10. Deron Johnston, Executive Director re – Ontario Winter Games 2026 in Orillia
Moved by David, seconded by Darcy.

With the announcement of Orillia as the host city for the Ontario 2026 Winter Games there is an opportunity to highlight the DOBIA and its assets. Participation in the planning process will be important, and a working group will be struck once planning has begun.

"THAT, the 2026 Ontario Winter Games report be received."

Carried.

Date of Next Meeting

Tuesday, June 17, 2025, at 5:30PM in the DOBIA Office.

Adjournment

Moved by Ruth Howorth, seconded by Michael Fredson.

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“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 8:44 PM

Doug Cooper,
Chair