



MINUTES – OBIA Board of Management Meeting

Thursday, September 21st, 2023, at 0700

Electronic Meeting conducted via Teams/Zoom.

Accessibility information and how to attend this & future meetings can be found at:

<https://downtownorangeville.ca/wp-content/uploads/2023/01/Public-Meeting-Info.pdf>
or by telephone at 519 942-0087.

Members: M. Beattie, R. Hough, S. Koroscil, B. Luhar, D. Nairn, J. Patterson, T. Taylor, B. Zarlenga

Regrets: T. Brett

Delegates: Matthew Mair, Planner | Town of Orangeville

1. Call to Order – 7:03 am

2. Approval of Agenda

Moved by D. Nairn, T. Taylor

Carried.

Motion to approve the Agenda for the September 21st OBIA Board Meeting.

3. Declaration of Pecuniary Interest – None.

4. Attendance – As listed above.

5. Land Acknowledgement – We acknowledge the treaty lands and territory of the Williams Treaty Nations and Mississaugas of the Credit First Nation. We recognize that Dufferin County is the traditional territory of the Wendat and Haudenosaunee and home to Indigenous people today.

6. Minutes

Moved by J. Patterson, D. Nairn

Carried.

Motion to approve the OBIA Board Minutes of July 20th, 2023.

7. CIP Program – Matthew Mair, Planner | Town of Orangeville provided an overview of the CIP project and the final CIP.

Moved by D. Nairn, J. Patterson

Carried.

Motion to appoint S. Koroscil as the OBIA representative on the Community Improvement Committee.

8. Broadway Paving Project Update – Project is on schedule for mid/late September.

9. Winter Light Displays Update – J. Patterson confirmed that the Orangeville Legion has no objection to the winter light displays before Remembrance Day. Staff has ordered new lights and has confirmed installation.

10. Trademark Update – Staff reported on legal advice and will reach out to the Town about registering a downtown trademark on the BIA's behalf. Alternatively, staff could draft a policy for 3rd party use of the OBIA logo and promotional materials.

11. Boo on Broadway & Joy & Lights Tree Lighting Event Overviews – Staff provided planning update.

12. Orangeville Blues & Jazz Festival Meeting Outcome – Overview of the meeting was provided. Engaging businesses and encouraging participation is key to creating a positive economic impact for downtown businesses. Blues & Jazz Festival representatives will reach out to restaurants to get a better understanding of the restaurant festival experience. Staff directed to draft a program to encourage retail engagement that includes subsidized vendor spaces. Staff to draft letter to Council requesting financial support for this program.

13. Staffing Update – Reallocation of duties with remaining staff is working well. Ambassador is working full time hours and will start receiving full time reimbursement levels for cell phone and internet expenses.

14. Staff Reports

14.1. Better Together Task Force Report

- 14.2. GM's Report
- 14.3. Event Report(s)
- 14.4. Ambassador / Marketing Report
- 14.5. Farmers' Market Report
- 14.6. Financial Report

Moved by T. Taylor, R. Hough

Carried.

Motion to receive the September 2023 staff reports.

15. New Business – None.

16. Adjournment – 8:40am

Moved by D. Nairn, R. Hough

Carried.

Motion to adjourn at 8:40 am. Next meeting is scheduled for Thursday, October 19th at 7 am via Teams.