

# **Minutes**

## **Orangeville BIA Board of Management Meeting**

Thursday, September 15<sup>th</sup>, 2022 at 0700 - Electronic Meeting conducted via Zoom

OBIA Chair, 34 Mill Street, Orangeville, ON

OBIA General Manager/Recording Secretary, Mono ON

More information about this meeting and how to attend may be found at

<https://downtownorangeville.ca/obia-info/members/>

**Members:** M. Beattie, T. Brett, Councilor Sherwood, J. Thurgood-Burnett, D. Nairn, R. Hough, H. Hochmeister

**Absent:** N. Moniz

1. Call to Order – 7:01 am
2. Declaration of Pecuniary Interest - none
3. Attendance – as listed above
4. Land Acknowledgement - Downtown Orangeville wishes to acknowledge the traditional territory of the Anishinaabe people including the Ojibway, Potawatomi and Odawa of the Three Fires Confederacy.
5. Minutes

Moved by R. Hough, T. Brett

Carried.

Approve OBIA Board of Management Minutes of July 21<sup>st</sup>, 2022.

6. Sidewalk Reconstruction Update – Consideration for a south side road closure for ease of pedestrian access was considered as per the engineer's request. Due to an anticipated severe drop in sales as currently being experienced by the businesses during the north side closure, the BIA cannot support the south side closure idea.
7. Taste of Orangeville Report – More seating should be added to the 2023 event.
8. Branding Update – verbal status update provided.
9. Strategic Plan – verbal status update provided.
10. OBIA Draft Financial Statements 2021 – for advance review only.
11. Santa Claus Parade

- 11.1. Santa Claus Parade 2022 - Staff Report and Recommendations

Moved by R. Hough, D. Nairn

Carried.

Motion:

That a 2022 Santa Claus Parade partnership offers the OBIA a pilot project opportunity to create and test a new, combined holiday event.

That the OBIA Board enter into a Memorandum of Understanding (still to be drafted) with the Town of Orangeville to deliver the 2022 Santa Claus Parade with the following stipulations: a) that the Town of Orangeville will cover the costs associated with the Parade, including the OBIA's part-time staff's parade labour costs; b) that Town will be responsible for the management of parade safety and security; c) that the BIA will manage marketing and promotion of the event with Town support; and finally, that consideration be given to permit independently owned farm vehicles/tractors to enter the parade free of charge in 2022 as a goodwill gesture to past Tractor Parade of Lights participants.

And that staff be directed to organize two separate events with the annual Tree Lighting event on the Friday evening preceding the Parade in the same manner as in 2021 with Broadway open to traffic but with Second Street closed for safety of the tree lighting crowd.

12. Staff Reports
  - 12.1. Better Together Task Force Update
  - 12.2. Member Ambassador Report
  - 12.3. Marking Strategist Report

- 12.4. Farmers' Market Report
- 12.5. Social Media Stats Report
- 12.6. GM's Report
- 13. Financial Report – as provided.
- 14. Moved by R. Hough, D. Sherwood Carried.  
Motion to receive all reports in items 7, 12, and 13.
- 15. New Business
  - 15.1. Council thank you. Carried  
Moved by R. Hough, D. Nairn  
Motion to direct staff to draft letter of thanks to current Council members.
  - 15.2. Staff to draft self-cleaning public washroom report for Board's consideration.
  - 15.3. Theatre opens its season today with Suddenly Single. The Opera House will be offering seating at full capacity.
- 16. Closed Meeting to discuss Personal matters about an identifiable individual, including OBIA employees or volunteers.  
  
Moved by M. Beattie, D. Sherwood Carried.  
Motion to move to a closed session.
- 17. Open Meeting  
  
Moved by M. Beattie, D. Nairn Carried.  
Motion to move to an open meeting.  
  
Moved by R. Hough, T. Brett Carried.  
Motion to direct staff to move forward with interim staffing plan.
- 18. Adjournment  
  
Moved by M. Beattie, R. Hough Carried.  
Motion to adjourn.