

Framework for Phase 2: the Reopening

Support organizations as they reopen in a post COVID-19 Environment

Phase 2 Objectives:

1. Build community confidence (consumer health and safety)
2. Provide clarity and job security for Orillia area residents and businesses
3. Explore the long term opportunities presented through the economic reset caused by COVID-19

Potential Initiatives	Details/Gaps to be addressed	Accountable Lead (Team members)	Next Steps
1. Provide clarity and communication support on Provincial policies, guidelines	-Reopening guidelines have already been made available and the ERTF should make sure local businesses have access to these guidelines -Support may include the facilitation between members through forums such as Facebook Groups or online roundtables -Sharing best practices from other communities	Lead: Ron Shulman Supports: Ted Markle, Allan Lafontaine, Ralph Cipolla	Initiative Lead to work with team to develop a proposal for review and discussion by ERTF, and for eventual support by EMC. Budgetary items will require Council support. Timeframe: Immediately
2. Ensure that Orillia area businesses have access to PPE	-Gap to be determined through online survey results	Lead: Greg Morton Supports: Ralph Cipolla, Wendy Timpano, Dan Landry	Initiative Lead to work with team to develop a proposal for review and discussion by ERTF, and for eventual support by EMC. Budgetary items will require Council support. Timeframe: Immediately

<p>3. Build consumer confidence through Phase 2 of the Stay Safe Shop Local marketing campaign</p>	<p>-This initiative should leverage the efforts of other local and regional Shop Local efforts -The first phase of the Stay Safe Shop Local campaign will inform the second phase (what needs to be further promoted, etc)</p>	<p>Lead: Dan Landry and Ted Markle Supports: Shop Local Working Team which includes Michael Ladouceur, Allan Lafontaine, Kris Puhvel, Jennifer Ruff, Darcy Hoover, Keltie Town as well as other supports</p>	<p>Initiative Lead to work with team to develop a proposal for review and discussion by ERTF, and for eventual support by EMC. Budgetary items will require Council support. Timeframe: Following Phase 1 Shop Local Campaign)</p>
<p>4. Support the reopening of stores and restaurants in Orillia</p>	<p>-Explore using public spaces for increased patio and retail space -Explore car free streets as a component of this initiative</p>	<p>Lead: Laura Thompson Supports: Jeff Duggan, Michael Ladouceur, Lisa Thomson-Roop, Shawn Crawford, Wes Cyr, Councillor David Campbell</p>	<p>Initiative Lead to work with team to develop a proposal for review and discussion by ERTF, and for eventual support by EMC. Budgetary items will require Council support. Timeframe: Begin work immediately. Align with Provincial Reopening provisions</p>
<p>5. Continue exploring community wide initiatives to support the reopening of businesses</p>	<p>-This could also include additional initiatives such as adapted parking provisions, reactivation of public spaces, future focus panel discussions, etc.</p>	<p>To be supported by all ERTF members</p>	<p>Initiative Lead to work with team to develop a proposal for review and discussion by ERTF, and for eventual support by EMC. Budgetary items will require Council support. Timeframe: TBD</p>