

**DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)**  
**BOARD OF MANAGEMENT SPECIAL MEETING MINUTES - QUORUM**  
**TUESDAY MARCH 5TH 2019**  
**SIR ROBERT BARRIE ROOM, CITY HALL**

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**Board Attendance:** Ms. Denise Tucker, Mr. Tom Ambeau Jr., Mr. Wayne Hay, Mr. Randy Aylwin, Ms. Tracey Baker, Mr. Jason Ing, Councillor Keenan Aylwin and Councillor Clare Riepma

**Board Regrets:** Ms. Michelle Huggins

**Board Absences:** Mr. Chad Ballantyne, Mr. Paul Lynch and Ms. Teresa Woolard

**Staff Attendance:** Ms. Stacey Zubczyk, Ms. Kristen Eatch and Mr. Craig Stevens

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**Call to Order & Approval of Agenda**

- Chair Denise Tucker called the 2019 March Special Board of Management (the Board) Meeting to order at **4:08 pm**.
- Motion to approve the Agenda made by Ms. Tracey Baker and seconded by Councillor Clare Riepma.

**All in Favour    Approved**

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**DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)**

**Items for Discussion & Voting:**

- **2019 BUDGET PROPOSAL**

- *Please see '03-2019 BIA Special Board Appendix – 2019 Budget Proposal (24 pages)' for details.*

- Managing Director Craig Stevens provided a brief summary of the '2019 Budget Proposal'.

- The 2019 budget is broken into two (2) segments;

- 1) Operational Expenses – which provides a framework and plan that allows Staff to operate within set-up perimeters.
- 2) Capital Investments – which outlines what the Downtown Barrie (BIA) invests in.
  - Examples noted throughout meeting included Meridian Place & Memorial Square, Barrie Police Security Cameras, Dunlop Streetscape, Wayfinding Signage, and Christmas Décor.

**Questions:**

- Mr. Randy Aylwin inquired about when the City of Barrie is expecting for the Board to have approved the Budget.
  - Past Boards have approved the Budget in February which has allowed it to go before Barrie City Council for final approval in March.
  - It was discussed having the budget process for next year's budget begin in October and November. This would allow the Board to move into January with a plan moving forward.
- Mr. Randy Aylwin also inquired about the status of Downtown Barrie Annual Report.
  - The 2018 Annual Report is currently being drafted. It will provide a year in review summary of 2018 along with having a summary of the 2019 Budget on the back page of the document.

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- **OPERATIONAL BUDGET -**

- **ORGANIZATIONAL & MANAGEMENT –**

- **MOTION TO APPROVE THE 2019 ORGANIZATIONAL & MANAGEMENT BUDGET -**

- **03\_2019 - BIA Motion #1:**

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2019 Downtown Barrie Business Association (BIA) **Organizational & Management Budget, inclusive of line items Office Rent and Maintenance**, as presented.

Motion moved by: Mr. Wayne Hay

Seconded by: Ms. Tracey Baker

**Vote:**            All in Favour            Approved

*'OPERATIONAL BUDGET' continued on next page...*

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• **CULTURE & HERITAGE EVENTS -**

• **Discussion:**

- The Board discussed the 'flexibility' or 'malleability' of the Budget once it has been approved.
  - It was noted that if an opportunity was presented that the Board wanted to be apart of there is 'flexibility' with the budget to make it happen even after the budget is approved.
- The Board also discussed the possibility of sponsorships to fill the funding gaps within the 'Culture & Heritage Events' budget.
- Councillor Clare Riepma inquired about if the 2019 Budget mirrored the BIA 2018 Budget.
  - It was noted that the programs that were successful in 2018 are continuing in 2019. Some 'Event Sponsorships' are not carrying forward because they are no longer a good fit and/or the BIA's dollars we can invest in something better.
  - Managing Director noted that when working with limited funds it is important to consider where they are best utilized. Two (2) examples of successful programs:
    - 1) Patio Program – combines a radio promotional marketing campaign to a physical entity within the public realm (i.e. the Patio) which also addresses safety aspects with more people Downtown.
    - 2) Community Connect Events – While seemingly small grass roots events, they provide the BIA with thousands of email contacts which the BIA is loading into a database for future promotional outreach at no cost.
- Councillor Riepma inquired about funding amount in the BIA 2019 Budget for programming of Meridian Place.
  - The Downtown Barrie (BIA) has the expanded the 'Lawnchair Luminata' umbrella series of events item in the budget to assist with programming Meridian Place. The goal is to use the umbrella series to program Meridian Place five out of seven days a week. This does not include other third party event programming.
  - The goal is to support/supplement the programming of Meridian Place through sponsorship.
  - The Meridian Place Working Group is also looking at grants to assist with funding programming and accessing the 'Accommodation Tax' funding.

➤ *The Board expressed a desire to hold another Special Meeting solely to be brought up to speed on the history, status, and the future of Meridian Place & Memorial Square.*

- Managing Director Stevens gave a brief overview of the following:
  - a history of the Meridian Place & Memorial Square project,
  - the opportunities for operation of the space (i.e. other similar parks/venues best practices),
  - the status of the space's transition from park to venue,
  - some details about the partnership with the City,
  - an overview of the Meridian Place Working Group
  - an overview of the overall model for programming and building out the assets for the space.

• **MOTION TO APPROVE THE 2019 CULTURE & HERITAGE EVENTS BUDGET -**

• **03\_2019 - BIA Motion #2:**

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2019 Downtown Barrie Business Association (BIA) **Culture & Heritage Events Budget** as presented.

Conflict declared by: Mr. Tom Ambeau Jr.

Motion moved by: Ms. Tracey Baker

Seconded by: Mr. Jason Ing

**Vote:** All in Favour **Approved**

*'OPERATIONAL BUDGET' continued on next page...*

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○ **MARKETING & COMMUNICATION -**

**MOTION TO APPROVE THE 2019 MARKETING & COMMUNICATIONS –**

• **03\_2019 - BIA Motion #3:**

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2019 Downtown Barrie Business Association (BIA) **Marketing & Communication Budget** as presented.

Conflict declared by: Mr. Tom Ambeau Jr.

Motion moved by: Mr. Wayne Hay

Seconded by: Ms. Tracey Baker

**Vote:** All in Favour **Approved**

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○ **REMAINING OPERATIONAL BUDGET -**

○ **MOTION TO APPROVE THE REMAINING 2019 BIA OPERATIONAL BUDGET ---**

• **03\_2019 - BIA Motion #4:**

The Downtown Barrie (BIA) Board of Management moves a motion to approve the remaining 2019 Downtown Barrie Business Association (BIA) **Operational Budget** as presented.

Motion moved by: Ms. Tracey Baker

Seconded by: Mr. Tom Ambeau Jr.

**Vote:** All in Favour **Approved**

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**CAPITAL INVESTMENTS BUDGET -**

○ **Discussion:**

- Councillor Keenan Aylwin inquired about the Security Cameras. He noted Barrie City Council had approved in the City Budget an increased contribution to the Barrie Police Service for capital and operating. He asked how the BIA's Security Camera investment fits into what the City is paying.
  - The Downtown Barrie (BIA) is currently in year six (6) of their 10-year commitment towards the cameras from original installation.
  - It was noted that the new amount the City has allocated must be for the replacement.
    - The Board also discussed who is monitoring the cameras. It was noted that the cameras are monitored by Barrie Police.
- Ms. Tracey Baker inquired about the amount allotted for 'wayfinding signage' and 'Christmas decor'?
  - Managing Director Stevens noted the opportunity as an organization to project out capital opportunities so that the budget can align according so that we can make these investments; as well as while at the same time looking at assessment increases through new development that provide opportunity.
- The Board discussed why the 'Beautification Budget' is so low?
  - It was noted because of waiting for the Streetscape Project to begin.
- Mr. Ing inquired if the Board approves the Budget what leverage will the BIA have with the City in regards to the Streetscape moving forward?
  - Managing Director Stevens noted that those numbers are 'null in void' and that the Streetscape investment won't happen in 2019.

*'CAPITAL INVESTMENT BUDGET' continued on next page...*

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**'CAPITAL INVESTMENTS BUDGET' continued –**

○ **MOTION TO APPROVE THE 2019 BIA CAPITAL INVESTMENTS BUDGET --**

● **03\_2019 - BIA Motion #4:**

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2019 Downtown Barrie Business Association (BIA) **Capital Investments Budget** as presented.

Motion moved by: Ms. Tracey Baker

Seconded by: Councillor Clare Riepma

**Vote:** All in Favour

**Approved**

**Adjournment:**

- Motion to adjourn at 5:08 pm made by **Ms. Tracey Baker** and seconded by **Mr. Wayne Hay**.

**Vote:** All in Favour

**Approved**

**Next Meeting: Town Hall - Tuesday March 19<sup>th</sup> 2019- 5:30pm at Five Points Theatre (1 Dunlop Street West)**