

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT MEETING MINUTES - QUORUM
TUESDAY JANUARY 22ND 2019
SIR ROBERT BARRIE ROOM, CITY HALL

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Board Attendance: Mr. Wayne Hay, Mr. Tom Ambeau Jr, Ms. Tracey Baker, Mr. Randy Aylwin, Mr. Chad Ballantyne, Mr. Jason Ing, Ms. Michelle Huggins, Ms. Teresa Woolard, and Councillor Keenan Aylwin **Board Regrets:** Ms. Denise Tucker, Mr. Paul Lynch, and Councillor Clare Riepma.

Partner Regrets: Sgt. Angela Butler (Barrie Police), and Ms. Karen Dubeau (City of Barrie's Creative Economy Invest Barrie, Ms. Kathleen Trainor (Tourism Barrie) and Ms. Stephanie Schlichter (City of Barrie Invest Barrie).

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

Guest Attendance: Ms. Kay Matthews (Ontario Business Improvement Area Association – OBIAA) and Mr. Glenn Coulson (Coulson & Associates)

Call to Order --

- Managing Director Craig Stevens welcomed the 2019-2022 Downtown Barrie (BIA) Board of Management.
 - The **2019 January BIA Board of Management** (the Board) meeting was presented in an information format. Therefore, the meeting was not 'called to order' or 'adjourned'.
 - *Please see '01-2019 BIA Board Appendix – Iceberg Prezi (1 page)' for details.*
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Presentation --

- Kay Matthews, Executive Director of Ontario BIA Association, Board Governance Overview
 - *Please see '01-2019 BIA Board Appendix – Board Governance Overview (64 pages)' for details.*
 - **Board Questions:**
 - *Ms. Teresa Woolard inquired about how to best access research to assist with 'Strategic Planning.'*
 - *'Community Charettes' are a great resource to gather public/membership feedback.*
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COUNCIL & PARTNER UPDATES –

Councillor Reports - Councillor Keenan Aylwin

- **Dunlop Streetscape –**
 - Barrie City Council expects to receive the 'Streetscape Staff Report' in early 2019.
 - The projected cost of the project is \$9 million which includes both upper streetscape and lower infrastructure serving.
 - Councillor Aylwin noted that the outgoing Council expressed a desire to have the cost of the project split into thirds and shared between the City, Province and privately.
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Addition of Other Business

- **Barrie Airshow –**
 - Mr. Randy Aylwin inquired about the decision to partner with the Airshow and if it was a past Board decision.
 - Mr. Stevens noted, at this time, the City has asked the BIA for help fundraising \$50,000 to \$55,000. Mr. Glenn Coulson has been brought in to assist with organizing a fundraising dinner with the pilots and the crew.
 - Mr. Jason Ing noted he looks at requests of this nature under the magnifier of what they are asking for Time (i.e. volunteers or commitment of time), Treasure (i.e. money), and Talent (i.e. qualified skill set). He feels that at this time a commitment of time and talent has been given of which he feels comfortable.
 - A media event at Lake Simcoe Regional Airport is scheduled for Thursday January 24th.
- **Budget Preparation –**
 - Mr. Ing requested a basic budget overview to assist the new Board with getting a custom to the BIA budget.
 - Mr. Stevens noted he typically delivers a 'Budget Overview' at the February meeting.

'Addition of Other Business' continued on next page...

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- **Next Board Meeting –**
 - Mr. Stevens noted that the Board Partners will be absent from the February meeting, but will resume with their regular updates at the March meeting.
 - Ms. Woolard asked how Board Members could best prepare for the next meeting.
 - Mr. Stevens noted to review and come prepared with the ‘Board Binder’ which they have each been provided.
 - He spoke to the five (5) words that he asked each Board Member to identify of importance. At the next meeting, the Board will have the opportunity to review these words and how they fit under the ‘Four Pillars’.
 - Mr. Ing asked if the Board is married to the ‘Four Pillars’. Mr. Stevens mentioned that they are open for evaluation, however in his 12-years with the BIA and OBIAA, he has noticed most things can tie back under the ‘Four Pillars’.
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Adjournment:

Next Meeting: Tuesday February 26th 2019, 5pm, City Hall, Sir Robert Barrie Room