

**DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)**  
**BOARD OF MANAGEMENT MINUTES - QUORUM**  
**TUESDAY APRIL 23<sup>RD</sup> 2019**  
**SANDBOX CENTRE, BARRIE BUS TERMINAL**

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

**Staff Attendance:** Mr. Craig Stevens, Ms. Stacey Zubczyk, Ms. Kristen Eatch and Ms. Shelley Forth (Intern).

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**CALL TO ORDER**

- Vice Chair Mr. Tom Ambeau Jr. called the **2019 April Board of Management Meeting** to order at **5:08 pm**.
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**PRESENTATION(S) – NOT APPLICABLE THIS MEETING**

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**APPROVAL OF AGENDA & MINUTES**

- Motion to approve the Agenda made by **Councillor Keenan Aylwin** and seconded by **Mr. Wayne Hay**.  
**Vote:** All in Favour **Approved**
  - Motion to approve the Minutes from the **2019 March Board of Management Meeting** made **Mr. Wayne Hay** and seconded by **Ms. Tracey Baker**.  
**Vote:** All in Favour **Approved**
  - Motion to approve the Minutes from the **2019 April Special Board of Management Meeting** made **Councillor Keenan Alywin** and seconded by **Ms. Tracey Baker**.  
**Vote:** All in Favour **Approved**
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**COUNCIL & PARTNER UPDATES –**

**Councilor Reports –** Councillor Keenan Alywin and Councillor Clare Reipma

● **FEDERAL GAS TAX FUNDING –**

- **Background:**
  - The Federal Government announced the doubling of the share of ‘Gas Tax’ that municipalities will receive this year. This funding must be put toward actionable goals in 2019.
- **Action by Barrie City Council:**
  - General Committee has approved, subject to Council’s approval, the following projects that will affect the Downtown:
    - Staff has allocated \$200,000.00 to a ‘Downtown Waste Management’ pilot project, which would implement an increased level of service for waste management within the Business Improvement Area (BIA).
      - The pilot project will address an existing and increasing concern of overflowing garbage in the downtown by providing immediate relief with a centralized receptacle and/or compactor program. In addition, the pilot project will establish a foundation for future levels of service within the downtown.
      - Councillor Alywin noted City Staff will likely sit down with BIA Managing Director Mr. Craig Stevens to discuss the shape and scope of the pilot.
    - \$400,000.00 has also been allocated to a project called ‘Waterfront and WIFI,’ which would install Wi-fi throughout the Downtown and waterfront.
    - Additional funds have also been allocated for event space furnishings and services and to expand event space programming options.
- **Discussion by the BIA Board of Board of Management (the Board):**
  - The Board discussed including Green/Organic Bins as part of the pilot program.
    - Managing Director Stevens noted the BIA office has access to the various models of Organic Programs operating within other downtowns.
  - **Councillor Alywin will reach out to Barrie City Staff and request they consult with the BIA membership.**

● **DEVELOPMENT CHARGE (DC) REVIEW --**

- **Background:**
  - The Development Charge (DC) Review Staff Report is available on the City of Barrie website.
  - Councillor Clare Reipma noted that Barrie Council has not yet had a presentation on the numbers. However, they have received presentations on the background to the numbers.

**‘DEVELOPMENT CHARGE (DC) REVIEW - Background’ continued on next page...**

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- **DEVELOPMENT CHARGE (DC) REVIEW – *continued...***
  - **Background: *continued...***
    - An informal question and answer session is scheduled for May 2nd in the Sir Robert Barrie Room at Barrie City Hall with the Public Meeting scheduled for May 6th.
  - **Discussion by the Board:**
    - The Board discussed having a point person other than Managing Director Stevens in attendance at future DC review meetings.
    - Mr. Paul Lynch noted he would like the Board to issue a statement outlining the BIA's position on Development Charges. The Board discussed the merits of issuing a position statement.
    - Councillor Alywin suggested inviting staff from the City's Finance Department to give a brief overview of the report and to answer questions at the next Board meeting.
  - **Action by the Board:**
    - **Mr. Wayne Hay (and possibly Mr. Paul Lynch) will attend both meetings and report back to the Board with a synopsis that will assist with drafting a BIA position statement.**
  
- **THEATRE BLOCK DEVELOPMENT:**
  - **Background:**
    - The entire Theatre Block has been purchased by a developer with interest in building two (2) condominium style towers with a substantial number of units being suggested in early proposals. The initial neighbourhood meeting for the development is scheduled for Tuesday April 23rd at 7pm. The meeting is to provide the public with an opportunity to review the planner's proposal before any applications are submitted along with the official request for an official plan amendment with the required public meeting.
  - **Discussion by the Board:**
    - The Board discussed inviting the developer along with other Downtown developers to make presentations at a future Board meeting.
    - Mr. Paul Lynch would also like the Board to issue a statement of support for the Theatre Block development and noted the project's proposed type of density would pave the way for other developments.
    - The Board discussed the purpose of the BIA's support of the project.
  - **Action by the Board:**
    - **The BIA office will reach out to the Developer to request a presentation at the next Board meeting.**

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● **Partner Reports – NOT APPLICABLE THIS MEETING**

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**DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)**

**Items for Discussion & Voting**

- **BRAND LEADERSHIP TEAM(S) DEVELOPMENT (STREETSCAPE, GOVERNANCE, MERIDIAN PROGRAMMING) —**
  - **Streetscape - Brand Leadership Team (BLT):**
    - Phase 1 - (Mulcaster to Owen) – Mr. Chad Ballantyne & Ms. Teresa Woolard
    - Phase 2 - (Owen to Bayfield) – Mr. Randy Alywin & Ms. Tracey Baker
    - Phase 3 - (Bayfield to Toronto) – Mr. Jason Ing & Ms. Michelle Huggins
  - **Sessions/Meetings:**
    - The first meeting will be a planning meeting on Tuesday, April 30th at 11am at the Sandbox Centre with the info sessions to follow on:
      - Wednesday, May 8 (Phase 1A)
      - Wednesday, May 22 (Phase 1B)
      - Wednesday, May 29 (Phase 2)
  - **Meridian Place Programming – BLT:**
    - For all Board Members to attend and provide input.
  - **Sessions/Meeting:**
    - Summer/Fall programming (to be organized in January) - 2hr session
    - Winter/Spring programming (to be organized in September) - 2hr session

*'BRAND LEADERSHIP TEAM DEVELOPMENT' continued on next page...*

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• **BRAND LEADERSHIP TEAMS DEVELOPMENT** *continued...*

○ **Governance – BLT:**

- Ms. Tracey Baker volunteered to be part of the Governance Team.
- *Those interested are asked to contact the BIA Office.*

○ **Goal:** Update of Constitution, Bylaws, Policies & Procedures.

○ **Sessions/Meetings:**

- Three (3) to six (6) month timeframe.

○ **Discussion:**

- Mr. Jason Ing inquired about the Board's access to Legal Counsel.
  - The BIA has access to the City of Barrie's Legal Team.
- Mr. Randy Alywin inquired about who assisted with drafting the current BIA constitution.
  - The City of Barrie's Clerk and Deputy Clerk assisted with drafting it over a decade ago. They would also assist with drafting the current version.
- Managing Director Stevens noted that the Downtown Barrie (BIA) has access to the governing documents templates of other BIAs through OBIAA.

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• **SAFE CONSUMPTION SITES – BOARD QUESTION TO THE MEMBERSHIP:**

○ **Background:**

- It was suggested at a previous Board meeting that the Downtown Barrie BIA office survey the BIA Membership in order to gather information to assist with creating a unified, collective position statement on the topic of safe consumption sites.
- The Executive Committee suggested the following question: "Do you support the idea of having a safe consumption site within the downtown BIA boundary?" to get the conversation started.

○ **Discussion:**

- In regards to the wording of the question, it was suggested that the term 'Safe Consumption Site' be replaced with 'Safe Consumption and Treatment Site,' which is the term used by the Province.
- The Simcoe Muskoka Opioid Strategy has completed the public consultation phase and are now analyzing the data that was collected. Councillor Keenen Alywin noted that any statement issued by the BIA will be directed towards Barrie City Council who will make a decision on the site's location by the end of May.
- The Board discussed the following:
  - the objective of posing the question,
  - what will be done with a position statement once it is created,
  - and whether the Board is looking for quantitative data or qualitative data.
- The Board briefly discussed the pros and cons of taking a 'not in my backyard' position on the topic along with the turnaround time for surveying the Membership and drafting a statement from compiled input.
- Mr. Lynch noted concern about the number of responses that these types of surveys receive. He suggested the Board, which was elected to represent the Membership, vote internally on a position.
- An informal tally on if the Board should take a position or survey the membership on the topic was taken:
  - Nine (9) voted in favour of the Board taking a position
  - Two (2) voted in favour of surveying the Membership
  - One (1) was undecided

○ **MOTION:**

▪ **04\_2019 BIA Motion #1:**

The Downtown Barrie Business Association (BIA) moves a motion that in light of the presentations from the Simcoe Muskoka Opioid Strategy and the submission from the Gilbert Centre, at this time it would not be responsible for the Downtown Barrie (BIA) to support the launch of a safe injection site. However, it would be reasonable to support the efforts of the Simcoe Muskoka Opioid Strategy as they explore, grow, develop and coordinate new and existing services amongst and between all service providers.

Motion moved by: Mr. Jason Ing

Seconded by: Mr. Wayne Hay

'MOTION: 04\_2019 BIA Motion#1' *continued on next page...*

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○ **MOTION:** *continues...*

▪ **04\_2019 BIA Motion #1:**

**Recorded Vote:**

**Favour:** 6

Mr. Wayne Hay  
Ms. Teresa Woolard  
Mr. Chad Ballantyne  
Mr. Tom Ambeau Jr.  
Mr. Jason Ing  
Mr. Paul Lynch

**Not in Favour:** 3

Mr. Randy Aylwin  
Councillor Keenan Aylwin  
Councillor Clare Reipma

**Abstain:** 2

Ms. Tracey Baker  
Ms. Michelle Huggins

**Approved**

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**Adjournment:**

- Motion to adjourn at **6:40 pm** made by **Ms. Michelle Huggins** and seconded by **Mr. Wayne Hay.**

**Vote:** All in Favour

**Approved**

**Next Meeting: Tuesday, May 28th, 2019, 5pm, Sandbox Centre, Downtown Barrie**