

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT MINUTES - QUORUM
TUESDAY FEBRUARY 26TH 2019
SIR ROBERT BARRIE ROOM, CITY HALL

Board Attendance: Ms. Denise Tucker, Mr. Tom Ambeau Jr., Mr. Randy Aylwin, Mr. Chad Ballantyne, Ms. Michelle Huggins (via Skype), Mr. Jason Ing, Ms. Teresa Woolard, Councillor Keenan Aylwin and Councillor Clare Riepma

Board Regrets: Ms. Tracey Baker, Mr. Paul Lynch, Mr. Wayne Hay and Mr. Chad Ballantyne

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

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

Presenting Guest Attendance: Ms. Amanda Dyke, Ms. Marlene Hilton-Moore, Dr. Lisa Simon, Dr. Charles Gardner, Ms. Nancy Roxborough, Ms. Janice Greco, Mr. Matt Turner, Mr. Dustin Leigh and Mr. Mike Horner

Guest Attendance: Mr. Rob Hamilton

Presentation(s)

- **City of Barrie Public Art Committee (BPAC) – Ms. Amanda Dyke & Ms. Marlene Hilton-Moore**
 - *Please see '02-2019 BIA Special Board Appendix – Public Art Opportunity (5 pages)' for presentation details.*
 - **Questions:**
 - Mr. Tom Ambeau Jr. inquired about whether a Hunter family representative would be a part of the selection process.
 - *The family is looking to give input in the draft/call for submissions process.*
 - Ms. Teresa Woolard asked if the family was set on a physical piece of artwork or if the funds provided could be used for a festival or for a piece of equipment such as an audio speaker in Meridian Place.
 - *The family has specifically requested the funds be used towards a piece of art.*
 - Councillor Keenan Aylwin inquired about whether the draft/call for submissions can require an interactive component.
 - *The Committee can suggest it. However, making it mandatory may result in limited submissions.*
 - Councillor Claire Riepma asked for clarification on what the BPAC is requesting from the Downtown Barrie Business Association (BIA).
 - *The time of two (2) representatives: one (1) to assist with drafting the call for submissions and one (1) to sit on the judging panel to review submissions. The Committee is not asking for funds from the BIA but rather to coordinate on fundraising (to ensure Meridian donors are not approached) along with support on recommendations to Council.*
 - The Board of Management (the Board) will discuss the BPAC request later in the meeting. **The Downtown Barrie (BIA) Office will follow up with Ms. Dyke on the response from the Board.**
 - **Simcoe County District Health Unit: Supervised Consumption Site (SCS) - Dr. Lisa Simon and colleagues**
 - *Please see '02-2019 BIA Special Board Appendix – A Supervised Consumption Site for Barrie (6 pages)' for presentation details.*
 - Currently, a group comprised of the Simcoe Muskoka District Health Unit (SMDHU), the Gilbert Centre and Canadian Mental Health Association Simcoe County (CMHA) are under taking public consultations as they work towards developing the 'Simcoe Muskoka Opioid Strategy.' These consultations will assist in developing a plan as part of an application for a Supervised Consumption Site (SCS) in Barrie.
 - There is currently no specific site in mind for Barrie. However, site requirements stipulate that an SCS location must be within a one (1) kilometer radius of where open drug use occurs.
 - Barrie is ranked third in the number of opioid related deaths in Ontario behind the cities of Brantford and Oshawa.
 - **Questions:**
 - The Board asked questions about sites in other communities, the type of clientele that might access services, along with how many people a site might serve daily.
 - The Board will discuss the SCS Presentation later in the meeting.
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- **XL Lifestyle & Craving Food Co. Presentation** – Mr. Dustin Leigh and Mr. Mike Horner
 - Mr. Dustin Leigh, owner of The Johnson Residence, offered an introduction to Mr. Mike Horner.
 - Mr. Horner operates 2 Toronto-based full-scale events businesses which conceptualize, build, execute, and sell events.
 - XL Lifestyle – offers events geared to millennials
 - Cravings Food Co. – provides food/lifestyle events
 - the goal behind Cravings Food Co. is to create lifestyle events that bring the community together under a common theme.
 - Mr. Horner noted has taken a walkthrough Meridian Place and is familiar with the venue’s amenities. He noted there is a market in Barrie for the types of events the Cravings Food Co. offers.
 - Currently, Cravings Food Co. operates 4 big food festivals: Pizza Fest, Taco Fest, Brunch Fest, and Beer Bourbon BBQ. Most of their events are in Toronto, but they have recently expanded into Montreal and have facilitated events in smaller markets including Milton and London, Ontario.
 - The goal of Cravings Food Co. events is to bring together a bunch of restaurants (from big chains to small ma and pa shops) while having an entertainment aspect and an interactive element, such as photo opportunities and interactive games. Their events will focus around local businesses. His company will facilitate set-up, but the local business will facilitate their menu, bring in their staff and sell their product.
 - He noted the events they operate range in attendance from 10,000 to 30,000 people. Taco Fest is their largest event in Toronto.
 - Mr. Horner would like to get a feel for what type of events the Downtown Barrie (BIA) would like to see them help facilitate in Meridian Place and then he could possibly come back with something to present.
 - Mr. Stevens provided a brief background of the programming plans to date. He noted that the BIA is currently working with the City as part the Meridian Place Working Group to develop the programming framework for the space. Current programming is made up of a combination of the BIA programming, community programming, and third-party programming. He noted that there is a lot of opportunity being that the space is brand new.
 - **Questions:**
 - Mr. Randy Aylwin inquired about the following regarding Cravings Food Co.’s largest festival, Taco Fest:
 - Venue? Ontario Place in Toronto
 - How many vendors? 30
 - Tickets range? \$15 to \$20
 - How are tickets sold? Through their online ticketing platform.
 - It is Licensed? Yes
 - Is it fenced? Yes
 - Is there music? Yes, but it is themed music. There is no headliner.
 - Chair Denise Tucker inquired about the earliest they could pull together an event.
 - Mr. Horner noted couple of weeks. He usually noted that the longest lead-time on most events is dependent on venue which would not be a factor in this case.
 - He also noted weather but stated that his company does have access to a tent supplier and is familiar with building code and required permits.
 - Ms. Teresa Woolard inquired if food festivals are their most successful events.
 - Mr. Horner noted they do provide a large draw and an attraction, but they are also working on creating more community-focused seasonal events based around holiday themes.

CALL TO ORDER

- Chair Denise Tucker called the **2019 February Board of Management Meeting** to order at **6:35 pm**.
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APPROVAL OF AGENDA & MINUTES

- Motion to approve the Agenda and the Minutes from the 2019 January Board of Management Meeting and the 2019 February Special Board of Management Meeting made Councillor Keenan Aylwin and seconded by Councillor Clare Riepma.

Vote: All in Favour **Approved**

COUNCIL & PARTNER UPDATES – no updates for this meeting

- **Councilor Reports – NOT APPLICABLE FOR THIS MEETING**
 - **Partner Reports – NOT APPLICABLE THIS MEETING**
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DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)

Items for Discussion & Voting

○ **SNOWBIRDS AIR SHOW SUPPORT –**

▪ **MOTION:**

• **02_2019 BIA Motion #1:**

The Downtown Barrie (BIA) Board of Management moves a motion in support of the Barrie Air Show and agrees to help facilitate the fundraising of \$60,000 through a dinner with the Snowbirds Pilots.

Motion moved by: Ms. Teresa Woolard
Seconded by: Mr. Tom Ambeau Jr.

Vote: All in Favour **Approved**

○ **BARRIE PUBLIC ARTS COMMITTEE -**

▪ **MOTION:**

• **02_2019 BIA Motion #2:**

The Downtown Barrie (BIA) Board of Management moves a motion to participate in the Barrie Public Arts Committee (BPAC) in regards to the commissioning of the Bob Hunter Memorial piece in Meridian Place and work with the committee on the following;

- 1) Define the look, feel, placement of the piece,
- 2) Review and judge the submissions,
- 3) Support any recommendations made to Council,
- 4) Help coordinate on fundraising to ensure Meridian donors are not approached again.

Motion moved by: Councillor Keenan Aylwin
Seconded by: Mr. Tom Ambeau Jr.

Vote: All in Favour **Approved**

○ **FUNDRAISING POSITION –**

- *Please see '02-2019 BIA Special Board Appendix – Coulson & Associates - Letter Re: Voluntary Temporary Suspension of Fundraising Duties' dated January 24, 2019 for information.*

▪ **Background**

- Managing Director Craig Stevens noted that Mr. Glenn Coulson attended the regular January Board of Management Meeting in a fundraising coordinator capacity.

'FUNDRAISING POSITION- Background' continued on next page...

○ **'FUNDRAISING POSITION- Background' continued ...**

- Mr. Coulson has been working on behalf of the Downtown Barrie (BIA) since 2012 to help facilitate the fundraising of Meridian Place & Memorial Square and his help was instrumental in surpassing the fundraising goal for that project.
 - Considering the assets that the Downtown Barrie (BIA) has within the organization allows for a continued fundraising program and it was worked out that Mr. Coulson would continue in that role.
 - However, it has been brought to light that Mr. Coulson had some legal proceedings of which Mr. Stevens was not aware (i.e. a charge on fraud in 2012 or 2013 that was settled in August 30th 2017). Once it was

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brought to Mr. Stevens' attention it was addressed with Mr. Coulson who provided a voluntary temporary suspension to his duties.

▪ **Discussion:**

- Mr. Randy Aylwin inquired if Mr. Coulson is currently under a contract with the BIA and what the terms are if so.
 - Mr. Coulson currently has a contract with the BIA that is reviewed annually. The proposal was for Mr. Coulson's fee to be paid through the sponsorship arrangements of assets/events. This means that with his fundraising, his cost to the organization would be net zero.
 - Example: If the amount requested for Curb Appeal was the \$20,000, Mr. Coulson's fee would be \$5,000 so he would fundraise \$25,000.
 - The scenario the BIA had worked out moving forward with Mr. Coulson had the 'Fundraising Opportunities' position responsible for the following areas:
 - Sponsor Strategy Development: developing, managing and coordinating a sponsor prospect strategy along with having a list of groups and companies that would be complementary to sponsoring a downtown event or asset,
 - Sponsorship Execution: coordinating and strategizing sponsorship initiatives,
 - Sponsorship Sustainability: nurture existing and future relationships with City of Barrie, non-profit community leaders and complementary businesses as developed through the sponsor prospect strategy,
 - Sponsorship Communication: maintaining relationships with the sponsors
- Mr. Randy Aylwin inquired about how much Mr. Coulson had fundraised on an annual basis and what his greatest fundraising contribution is outside of his role with Meridian Place.
 - Mr. Coulson fundraised \$1.8 million for Meridian Place & Memorial Square project.
 - Mr. Randy Aylwin requested that the Board be provided with invoices for the fundraising that Mr. Coulson has completed along with details on how much he has fundraised and where is fundraised. Mr. Stevens will provide the Board access to the 'Meridian Place Working Spreadsheet' which lists contributors, timeframes, total amounts and status of collection. This will provide an outline of what Mr. Coulson has fundraised since he began in 2012.
 - It was also noted that Mr. Coulson helped fundraise for the Five Points Theatre.
- Mr. Randy Aylwin inquired why the BIA was not fundraising prior to 6 years ago.
 - Mr. Stevens noted, 'We now have events and assets that people and businesses want to be a part of.' He explained that previously, BIAs use to levy and then fundraise the difference to operate. This went by the way side because that is not what a BIA was setup to do. BIAs are set up to put the levy toward what they want to invest in. This leads to events that the BIA facilitates and the public spaces they enhance becoming investable assets which raises the level of what the BIA does in terms of events and functions.
 - He also noted the role of staff does not include fundraising as this would take staff off of the task at hand.
- The Board agreed that there is a need for the Downtown Barrie (BIA) to employ a Fundraiser. The Board than discussed who should fill the Fundraiser role along with the size and scope of the fundraising position and the pros and cons of multiple people filling the fundraising position.
 - Mr. Coulson's initial work is with Meridian Place so there are relationships that have been established. Many Meridian Place donors have made commitments over multiple years and Mr. Coulson's role was to follow up, invoice, collect and communicate.

'FUNDRAISING POSITION- Discussion' continued on next page...

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○ **'FUNDRAISING POSITION- Discussion'** continued ...

- Councillor Keenan Aylwin inquired about how soon the BIA will need fundraising.
 - Mr. Stevens noted it would be to move forward with programming Downtown Barrie's upcoming summer events.
- Mr. Ing expressed concern about losing scope of the urgency to continue with fundraising efforts by delaying with a search for someone new.
- Mr. Randy Aylwin noted the need for the BIA to develop a purchasing policy.

▪ **MOTION:**

● **02_2019 BIA Motion #3**

The Downtown Barrie (BIA) Board of Management moves a motion to continue in the interim with Glenn Coulson for fundraising for four (4) months; while the Downtown Barrie (BIA) Office seeks proposals, to carry on with the fundraising work moving forward, and review other candidates; including a proposal from Glenn Coulson.

Motion moved by: Councillor Keenan Aylwin

Seconded by: Ms. Teresa Woolard

Vote: In Favour (Mr. Jason Ing-Undecided) **Approved**

○ **SUPERVISED CONSUMPTION SITES IN DOWNTOWN –**

- *Please see '02-2019 BIA Special Board Appendix – Community Stakeholder Interview – Safe Consumption Site Survey' for information.*
 - Managing Director Mr. Craig Stevens requested that each Board Members complete the survey and submit it to the BIA office so he can gather a collective opinion to assist with informing the discussion on the position that the Board should take.
 - **Discussion:**
 - It was noted that the group behind the Simcoe Muskoka Opioid Strategy are currently gathering feedback through public consultation, community stakeholder interviews and an online survey.
 - An Open House on the matter is scheduled at Barrie City Hall on March 20th from 4 to 8pm.
 - Councillor Keenan Aylwin noted earlier in the meeting he had the opportunity to tour the Guelph Overdose Prevention Site and that if anyone has any particular concerns about Supervised Consumption Sites, they should tour the facility. He noted that Guelph is a comparable city to Barrie.
 - The Guelph site is managed through their Community Health Centre.
 - The facility conducts public tours on Friday mornings.
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○ **DUNLOP STREETSCAPE—**

▪ **Background:**

- Chair Tucker and Vice Chair Ambeau recently met with City of Barrie staff in regards to an update on the Dunlop Streetscape project.
 - *The Downtown Barrie (BIA) office will provide the Board with a link to the project through the City of Barrie website.*
- Construction is expected to begin in Sept 2019 with completion in 2021. It will roll out in the following phases:
 - Phase 1 – Dunlop East from Mulcaster Street to Bayfield
 - 1A – Dunlop East from Mulcaster Street to Owen Street
 - Construction will begin September 10 2019 and end November 8 2019
 - Open for Remembrance Day and Christmas season (9-week timeframe)
 - 1B – Dunlop East from Owen Street to Bayfield Street
 - Construction will begin February 24 2020 and end May 4 2020
 - Adjusted dates for weather: March 23 2020 to May 25 2020
 - Ten (10) week timeframe to allow for patio season
 - Phase 2 – Dunlop West from Bayfield Street to Toronto Street
 - Construction will begin Spring 2020 and end Fall 2020

'DUNLOP STREETSCAPE- Background' continued on next page...

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○ **'DUNLOP STREETSCAPE- Background' continued ...**

- It was noted that the project will be pedestrian friendly and the enhanced streetscape will:
 - facilitate a patio program providing operational flexibility and ease of implementation on a seasonal basis;
 - renew existing infrastructure (sanitary and storm sewers, watermain and utilities) as deemed necessary;
 - provide other amenities such as planters, enhanced lighting, removable bollards, etc.
- Vice Chair Ambeau noted the proposed price tag for the project is \$9.6 million of which the City is looking to the Downtown Barrie (BIA) to assist with an \$800,000 shortfall.
 - Managing Director Stevens noted there was a precedent set when the BIA contributed to the Collier Street corridor project back when he first began with the Board.

▪ **Discussion:**

- The Board discussed the direction of the start of construction, why east versus west, and if the east-west rollout could be modified.
 - It was largely driven by subsurface infrastructure work that is required in the east end of which the west end has already received.
 - Mr. Jason Ing asked if the east- west roll out is 'set in stone' or it can begin in the westend.
 - Councillor Keenan Aylwin noted he can inquire about the west end start when the Staff Report gets presented to Council.
- The Board also discussed the sensitivities around the business owners about how long the street will be closed.
 - Mr. Stevens has reached out to other BIAs that have experienced similar projects to gather input on how to handle the closure during construction.
- Mr. Randy Aylwin inquired about a penalty if the construction timelines are not met by the contractor.
 - The City has not gone to tender for the project. The next step is for staff to get approval so they can go to tender. Every contract that the City awards include those milestones and penalties that are built in.

▪ **MOTION:**

● **02_2019 BIA Motion #4:**

The Downtown Barrie (BIA) Board of Management moves a motion to support a contribution in principle to the Dunlop Streetscape contingent on the following conditions;

- 1) Total amount of contribution,
- 2) Timeframe of commitment of contribution,
- 3) Expected start date of contribution,
- 4) Dependent on the east to west phasing/scheduling or an alternate version.

Motion moved by: Ms. Teresa Woolard

Seconded by: Mr. Jason Ing

Vote: All in Favour

Approved

Addition of Other Business

○ **PROPOSED SCHEDULE OF ADDITIONAL MEETINGS -**

- Managing Director Stevens suggests three (3) meetings in March:
 - Special Budget Meeting - Tuesday March 6 2019
 - Mr. Stevens hopes to email a copy of the 2018 Budget Proposal to all Board Members tomorrow morning. He noted that he is waiting on one set of information from the City of Barrie in regards to the Commercial Assessment.
 - He noted a willingness to meet individually with Board Members to answer any questions prior to the Special Budget Meeting.
 - Town Hall at the Five Points Theatre - exact date & time still to be determined, but proposed for the week following March Break (between March 18 and 22).
 - This meeting would offer the opportunity to the new Board of Management and Executive Team to reach out the membership and offer introductions.

'PROPOSED SCHEDULE OF ADDITIONAL MEETINGS' continued on next page...

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- **'PROPOSED SCHEDULE OF ADDITIONAL MEETINGS'** *continued ...*
 - It would also provide an opportunity for the following:
 - Dunlop Streetscape update,
 - An update from Mayor Jeff Lehman and/or,
 - An update from Creative Economy's Karen Dubeau about the Creative Corridor.
 - Ms. Woolard noted that this would provide an opportunity for the membership to provide feedback about future events and opportunities for the BIA.
- Regular Board Meeting - Tuesday March 26 2019
 - Ms. Woolard inquired about how topics get added to the Agenda for the next meeting.
 - The Executive Team will meet the Wednesday before a regular Board meeting. Any additions to the Agenda should be submitted to the BIA office by end of day the Monday prior or eight (8) days before.

Strategic Planning Development

- **Strategic Planning Review – STRATEGIC OBJECTIVES DISCUSSION**
 - The Downtown Barrie (BIA) office has put together a summary of all the words that the Board Members provided in January.
 - [Please see '02-2019 BIA Special Board Appendix – Word Cloud \(6 pages\)' for information.](#)
 - Mr. Stevens noted that the Word Cloud indicates that the Board seems to be on the same page and that the document will provide a good foundational starting point to focus the Board moving forward.

Adjournment:

- Motion to adjourn at 7:56 pm made by **Mr. Randy Aylwin** and seconded by **Councillor Keenan Aylwin**.

Vote: All in Favour

Approved

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