

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

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

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

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

Presenting Guest Attendance: Mr. Rob Armstrong, Mr. Brian Tamblyn and Ms. Lianne Gorbell

CALL TO ORDER

- Chair Denise Tucker called the **2019 March Board of Management Meeting** to order at **5:03 pm**.
-

Presentation(s)

- **YMCA – New Build Update:** Mr. Rob Armstrong, Mr. Brian Tamblyn and Ms. Lianne Gorbell
 - *Please see '03-2019 BIA Bd Appendix – A New Y for Barrie (12 pages)' for presentation details.*
 - **Discussion:**
 - The Board inquired about:
 - the fundraising campaign's status,
 - construction timelines,
 - the number of proposed parking spaces and type of parking available (i.e. on street versus lot/garage),
 - future promotional partnerships opportunities,
 - the YMCA's Youth Transitional Housing programs and Youth Service programs
 - **Action** (*not the intention of presentation*):
 - The YMCA ('Y') group is looking for the support of the Downtown Barrie (BIA); which will assist them with obtaining support from other levels of government
 - It was noted the shape and/or scope of the BIA's support still needs to be determined.
- **Meridian Place Programming Update – Creative Economy – City of Barrie:** Ms. Karen Dubeau
 - **Background:**
 - Ms. Dubeau provided a brief explanation of Meridian Place & Memorial Square programming to date, along with details about the role of the Meridian Working Group.
 - **What is the Meridian Working Group?**
 - The operation of Meridian Place encompasses the work of numerous departments, including Engineering, Facilities, Parks, Municipal Law Enforcement (MLEO), along with Creative Economy and the Downtown Barrie (BIA) through programming.
 - The Working Group ('WG') meets weekly for updates and to discuss the challenges and programming opportunities concerning the space.
 - 2019 will be the first full year of operation for Meridian Place, as such the 'WG' is considering it a pilot year for both programming and for amenities.
 - **Challenges:**
 - Due to the costs associated with the original designs for Meridian Place some of the proposed site amenities were pulled back or removed. This has resulted in the following challenges:
 - **Storage** – The 'WG' is considering setting up a 'branded' storage container as a temporary storage solution. The 'WG' is also looking for nearby storage spaces at the 'Barrie Sea Cadet' building.
 - **Washrooms** – The 'WG' is looking at a better solution than just providing basic portable toilets.
 - It was noted that any licensed event in Meridian Place will require washrooms.

'Meridian Place Programming Update' continued on next page...

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

- **Meridian Place Programming Update** *continued...*

- **Challenges:**

- **Power** – The current transformer that services Meridian Place is in need of an upgrade. The ‘WG’ is working with Alectra to come up with a solution.
 - It the meantime, any large-scale performance in Meridian Place requires a generator and electricians to be brought which can be expensive.
 - **Project Close-out** — Some issues with electrical, plants, light fixtures, were discovered over the winter months. The ‘WG’ team has therefore blacked out the first full week of May to have problems addressed by the contractor, Rutherford, while the work is still under warranty.
 - **Parks Classification** – Meridian Place is still classified as a ‘Park’ and therefore under the ‘Parks by-law’ typical ‘licensed areas’ and financial transactions are not allowed. The ‘WG’ is investigating giving Meridian Place a special park exemption, as a ‘urban square’, to allow for these considerations.

- **Opportunities:**

- **Curated Programming** – Rather than being on the receiving and processing end of event applications, the ‘WG’ is actively working to curate programming in Meridian Place.
 - [Please see ‘03-2019 BIA Bd Appendix – Meridian Programming Opportunities – May to September 2019 \(1 page\)’ and ‘03-2019 BIA Bd Appendix – 2019 May to 2019 September – Meridian Planning Calendar \(5 pages\)’ for update details.](#)
 - **Passive & Active Programming** – A balance of programming types will take place in the space throughout weekdays during the day and evenings.
 - Examples of passive programming could include a large ‘Chess Board’ set-up for the enjoyment of passersby or a ‘Library Cart of Books’ set-up over a lunchbreak. Active programming could include the outdoor movies, yoga classes or live music presented through Lawnchair Luminata.
 - Weekends are already heavily programmed, especially on the waterfront, and as a result the ‘WG’ is working to pull those events into Meridian Place.
 - Currently, there are no ‘gated-ticketed’ events planned in 2019 in the space in order to respect public feedback and to allow for the appropriate upgrades to take place required for such events.
 - There was one (1) ‘gated-ticketed’ event in 2018, the Troubadour Festival. However, the Creative Economy is working with Event Organizers to ensure that any concert in Meridian Place is free and open to the public while ticketed events are held in other downtown establishments.
 - The space will become the focal point of the ‘2019 Emerging Artist Program’ that is supported by the Downtown Barrie (BIA).
 - Performers will be centered in Meridian Place rather than peppering them throughout the downtown with a published schedule posted in the vicinity.
 - **Tables and Chairs** – Much like the firepits and benches, which were set up in the winter, the public will be able to enjoy tables and chairs set up in Meridian Place this summer.
 - **Patios** – Though Meridian Place is still classified as a ‘Park’ there will be an opportunity adjacent café and restaurant owners to participate in version of the ‘Sidewalk Patio Program’ under the supervision on the ‘WG’.

‘Meridian Place Programming Update’ continued on next page...

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

- **Meridian Place Programming Update** *continued...*

- **Discussion** (*continued*):

- The Board discussed presenting the next BIA Town Hall, in June, on the topic of Meridian Place.
 - It was suggested that the 'WG' might consider looping in the City's Planning department as Meridian Place and the space around it continue to evolve and change.
 - The Board inquired about:
 - the relocation of the 'Downtown Countdown' from Barrie City Hall to Meridian Place
 - Ms. Dubeau noted that cold weather health and safety protocols and 'Headliner Performance' requirements result in the 'Countdown' requiring the use of Barrie City Hall. However, there could be an opportunity to locate some type of activity on New Year's into Meridian Place.
 - the procedure for booking the Meridian Place
 - It was noted that the 'WG' has developed a strategic framework for the types of events that are encouraged in the space. These events would/could support tourism and unique placemaking, and or hit on anything as part of Barrie's strategic plan (i.e. Music), and/or encourage community building.
 - The City of Barrie's permitting process for the space is linked through the BIA's Meridian Place website and all inquiries come to the 'WG'.
 - Mr. Paul Lynch noted he would like to see professionals brought in to program Meridian Place.

APPROVAL OF AGENDA & MINUTES

- Motion to approve the Agenda made Councillor Keenan Aylwin and seconded by Mr. Wayne Hay.

Vote:All in Favour**Approved**
- Motion to approve the Minutes from the 2019 February Board of Management Meeting made Councillor Keenan Alywin and seconded by Ms. Tracey Baker.

Vote:All in Favour**Approved**
- Motion to approve the Minutes from the 2019 March Special Board of Management Meeting made Ms. Tracey Baker and seconded by Councillor Keenan Alywin.

Vote:All in Favour**Approved**

COUNCIL & PARTNER UPDATES –

- **Councilor Reports – Councillor Keenan Alywin**
 - *Councilor Alywin will prepare a report to be distributed through email before the next Board meeting.*
- **Partner Reports – NOT APPLICABLE THIS MEETING**

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)

Items for Discussion & Voting

- **DOWNTOWN NEW BUSINESS WELCOME PACKAGE** – presented by Ms. Tracey Baker
 - **Background:**
 - Ms. Baker noted the concept came after discussion with some Member businesses about the lack of dissemination of information and from her interest in BIA member engagement.
 - She noted that there seems to be Members that know very little about the BIA and do not know or receive the weekly newsletter email.
 - Ms. Baker is suggesting the Downtown Barrie (BIA) office develop something more comprehensive to leave with Members after an introduction.
 - This could include a welcome letter, maybe a window sticker, information about services and what is going on in the BIA; as well as an invitation to attend a Board meeting and offer introductions to their business, and maybe highlight a new business in the newsletter.

'DOWNTOWN NEW BUSINESS WELCOME PACKAGE' continued on next page...

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

- **DOWNTOWN NEW BUSINESS WELCOME PACKAGE** *continued...*
 - **Background** *(continued)*:
 - Currently, the Downtown Barrie (BIA) Office attempts to present new Members with a 'welcome to the neighborhood' plaque and take a picture and share a social media shout out
 - A Member handbook is also presented and contact details are collected.
 - **Discussion**:
 - The Board discussed the need for more 'boots on the ground' to collect contacts and for Member engagement/education.
 - They also briefly brainstormed leaving something more tangible with Members.
 - Ms. Teresa Wollard suggested the opportunity to include something from the BIA in the 'Welcome Wagon' package.
 - The Board discussed investigating the cost associated with that.
 - Mr. Randy Aylwin inquired how often the member directory is updated.
 - The BIA updates it regularly as they we receive information about new or leaving businesses. They also conduct a dedicated quarterly review\update in which a representative will get into the businesses and collect contact details.
 - Mr. Lynch noted he would rather see the BIA invest in social events (example: meet and greet opportunities), rather than a physical information package.
 - **Action**:
 - Ms. Baker will work with the BIA Office and put some thoughts together on how to enhance the program.
-
- **WELCOMING STREETS CONCEPT (GUELPH)** – Presented by Managing Director Craig Stevens
 - **Background**:
 - Barrie's Mayor Jeff Lehman is looking to the Downtown Barrie (BIA) to support a program, similar to the 'Welcome Streets' concept in Guelph. This program would have an outreach worker that would be paid for and supported by the City, County, and other Social Services.
 - Managing Director Craig Stevens spoke to staff with the Guelph BIA in order to get a 'BIA' perspective on the concept.
 - The staff member, whom Mr. Stevens spoke to, has a formal background in social work.
 - **Program details**:
 - Two (2) outreach crisis intervention workers with lived experience are paired, periodically, with a dedicated Police Officer and/or Health Unit worker.
 - They are intervention workers, not support workers, that address the client and get them into the process.
 - Shifts: Monday to Friday - 9am to be 5pm and should be paired, but staggered, to address evenings and weekends. However, every attempt is made as much as possible to work in pairs.
 - The Workers are employed by report to the local Community Health Centre.
 - Funding was five (5) pronged - City, County, Police, Health Centre and BIA.
 - The BIA contribution was \$20,000...initial cost was \$10,000 for pilot program...but this is the second reiteration of it
 - **Feedback**:
 - Multiple partner approach has provided the best-case scenario in order to have success and sustainability.
 - Coverage goal is 'one street per week' with insuring from a BIA that there was a direct connection of contact and visibility with the businesses.
 - Business feedback was positive especially with an understanding how the client is being assisted throughout the social service process.
 - Training was key for buy-in. The businesses actually wanted more de-escalation training and more education scenario case studies.

'WELCOME STREETS CONCEPT (GUELPH)' continued on next page...

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

- **WELCOME STREETS CONCEPT (GUELPH) *continued...***

- **Background *(continued)*:**

- **Challenges:**

- Clients are, in most cases, more comfortable being on the street than in the support system and very little support with/from youth.

- **Successes:**

- Calls to Police were down fifty (50) percent.

- **Discussion:**

- The Board discussed similar initiatives that are currently operated within the City of Barrie.
 - The 'Simcoe County Alliance to End Homelessness' (SCATEH), through there 'Housing Engagement and Response Team (HEART Program), does similar work. However, they are all volunteers.
 - This program is much more organized and designed to liaise with the BIA office and member businesses.
 - The Board discussed being an advocate, but not funding, a regional social program.
 - It was noted that the City has not made a specific monetary ask as of yet.
 - The hope by Mayor Lehman, and Councillor Keenan Aylwin, is that the cost of the program would be covered through the City of Barrie, the County of Simcoe and other Social services first and the Downtown Barrie BIA being approached last to fill in any funding gaps.

- **DUNLOP STREETSCAPE PROJECT - FINANCIAL COMMITMENT-**

- **Background:**

- The Board moved a motion at the February 2019 Board Meeting to support a contribution in principle to the Dunlop Streetscape contingent on the total amount of contribution, the timeframe of commitment of contribution, the expected start date of contribution, and dependent on the east to west phasing/scheduling or an alternate version.
 - Chair Tucker noted that the BIA Executive Team has met with City Staff and made note of the Board's concerns and now Barrie City Council is looking for a financial and timeline commitment to the project from the Downtown Barrie (BIA).

- **Discussion:**

- The Board discussed the level of financial commitment (i.e. what dollar amount) needed to give the BIA a seat at the table for project input. They also discussed the ramifications of saying 'no' to a financial commitment.
 - They briefly discussed:
 - defining the priority of BIA Capital Investments,
 - looking at long-term investments rather than individual projects,
 - and the types of investments (i.e Capital versus Operating).
 - The Board also discussed the sensitivities from Business Owners about how long the street will be closed and what the City could provide in return to the BIA's financial commitment.
 - Mr. Lynch suggested some Development Charge relief in return for the monetary ask.
 - The Board discussed requesting free parking for a period of time to allow merchants to recover from the disruption caused during construction.
 - Mr. Stevens advised the Board to be cautious when jumping to free parking as a solution to all the downtown's problems.

- **MOTION:**

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

- The Downtown Barrie (BIA) Board of Management moves a motion to commit \$300,000, over ten (10) years, to the Dunlop Streetscape project with payments to begin in 2022 upon project completion of September 1st, 2020 and with penalties upon incompleteness by September 1st, 2020 which will reduce the contribution to \$150,000.

Motion moved by: Councillor Keenan Aylwin

Seconded by: Mr. Randy Aylwin

Vote: In Favour **9**

Against: **1**

Approved

'DUNLOP STREETSCAPE PROJECT – FINANCIAL COMMITMENT' continued on next page...

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

• **DUNLOP STREETSCAPE PROJECT – FINANCIAL COMMITMENT** *continued...*

▪ **Amendment to Motion #1:**

- Mr. Paul Lynch moved to amend the motion to add 'that free parking be considered throughout the downtown from start to finish to alleviate the loss of business in consideration of the \$300,000 BIA contribution.'

Seconded by: Ms. Teresa Woolard

Vote: In Favour 9

Against: 1 **Approved**

▪ **03_2019 BIA Motion #1: As Amended:**

- The Downtown Barrie (BIA) Board of Management moves a motion to commit \$300,000, over ten (10) years, to the Dunlop Streetscape project with payments to begin in 2022 upon project completion of September 1st, 2020 and with penalties upon incompletion by September 1st, 2020 which will reduce the contribution to \$150,000 and that free parking be considered throughout the downtown from start to finish to alleviate the loss of business in consideration of the \$300,000 BIA contribution.

Carried

Adjournment:

- Motion to adjourn at **8:37 pm** made by **Councillor Keenan Alywin** and seconded by **Ms. Teresa Woolard**.

Vote: All in Favour

Approved

Next Meeting: Tuesday April 23rd 2019, 5pm, City Hall, Sir Robert Barrie Room