

**DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT MINUTES - QUORUM
TUESDAY JUNE 25TH, 2019
SANDBOX CENTRE, 24 MAPLE AVE**

Board Attendance: Ms. Denise Tucker (Chair), Mr. Tom Ambeau Jr. (Vice Chair), Ms. Michelle Huggins (Secretary/Treasurer), Mr. Wayne Hay (Past Chair), Mr. Randy Aylwin, Ms. Tracey Baker, Mr. Chad Ballantyne, Mr. Jason Ing, Mr. Paul Lynch (via phone), Ms. Teresa Woolard (via video call), Councillor Keenan Aylwin and Councillor Clare Riepma. **Staff Attendance:** Mr. Craig Stevens, Ms. Stacey Zubczyk and Ms. Kristen Eatch. **Public Gallery Attendance:** Mr. Robb Meier

CALL TO ORDER

- Chair Denise Tucker called the 2019 June Board of Management Meeting to order at **5:05 pm**.
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PRESENTATION(S) – NOT APPLICABLE

APPROVAL OF AGENDA & MINUTES

- Motion to approve the Agenda made by Chair Denise Tucker and seconded by Ms. Teresa Woolard.

Vote:	All in Favour	Approved
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 - Motion to approve the Minutes from the 2019 May Board of Management Meeting made Councillor Keenan Aylwin and seconded by Councillor Clare Riepma.

Vote:	All in Favour	Approved
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COUNCIL & PARTNER UPDATES –

Councillor Reports – Councillor Keenan Aylwin and Councillor Clare Riepma

- **BANNER PROGRAM**

- **Background:**

- The City of Barrie’s Creative Economy has allocated funds for a banner program. Some of these banners have been installed in time for the Airshow, Promenade Days and Canada Day Celebrations. These banners will be rotated out to match the seasons.

- **THEATRE BLOCK PUBLIC MEETING**

- **Background:**

- A public meeting for the proposed west end ‘Theatre Block’ development is scheduled for tomorrow night (Wednesday June 26th) at Barrie City Hall at 7pm.

- **Discussion:**

- The Board briefly discussed that there has not been much push back from for what’s potentially one of the City’s largest developments.
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Partner Reports – NOT APPLICABLE THIS MEETING

- **Inquiry:**

- Mr. Randy Aylwin inquired if the Partners attend BIA Board Meetings.
 - Managing Director Craig Stevens noted that Partners will attend future meetings. They have not attended yet to allow this new Board the opportunity to get organized.
 - Chair Tucker noted that the Executive has discussed potentially inviting the Partners to attend quarterly with the exception of Creative Economy’s Karen Dubeau.
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DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)

Items for Discussion & Voting –

- **Executive Team: Past Chair Position**

- **Background:**

- Currently, the BIA Executive Team is comprised of a Chair, a Vice Chair and a Secretary/Treasurer. The Executive Team presented to the Board the opportunity of allowing the incumbent Chair to request that the most recent Past Chair continue on as a non-voting advisory member of the Executive Team. The Past Chair would still have voting privileges in a board room situation, but not as a member of the Executive.
- Chair Tucker noted that this is an opportunity to allow a Past Chair to share all their experience and provide mentorship.

- **Discussion:**

- The Board discussed voting rights versus non-voting rights along with the possibility of stipulating a term for the Past Chair. The Board agreed that this will all be at the discretion of the Chair.

‘Executive Team: Past Chair Position’ continued on next page...

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Executive Team: Past Chair Position *(continued...)*

- The Board discussed what type of decisions are being made by the Executive Team (i.e. decisions that come up in between Board Meetings).
- The Board discussed the appropriate wording of the motion as well as how an amendment to Section 9 may affect other sections and items within the BIA Constitution.

○ **Motion**

▪ **06_2019 BIA Motion #01:**

The Downtown Barrie (BIA) Board of Management moves a motion to direct the BIA Staff to come back with the appropriate wording to amend the BIA constitution to allow the Incumbent Chair to request that the most recent Past Chair continue on the Executive as a non-voting advisory member for a period of up to two (2) years from the election of that new executive and at the discretion of the Chair and that the Past Chair still has voting privileges as a Director on the Board of Management.

Motion moved by: Chair Denise Tucker

Seconded by: Ms. Michelle Huggins

Vote: Favour: 10
Not in Favour: 1
Abstain: 1

CARRIED

● **Waste Management: Garbage Bylaw**

○ **Background:**

- CAO Michael Prowse is looking for a letter from the BIA in support of a garbage bylaw change that would have clearer accountability measures in support of a strengthened bylaw.

○ **Discussion:**

- The Board discussed drafting a letter acknowledging the challenges with waste in the Downtown and noted that they are in support a stiffer bylaw that allows for better enforcement and offered areas of concern for the BIA that may assist with strategic direction such as:
 - Patio Program Waste Management
 - Identifying 'Illegal Dumpers'
 - Quantity Control
 - Bag Tags
 - Organics

○ **Motion:**

▪ **06_2019 BIA Motion #2:**

The Downtown Barrie (BIA) Board of Management moves a motion to direct BIA Staff to send a letter to City Staff outlining the Board's position in support of a change to permit more enforcement measures to the current Waste Collection bylaw.

Motion moved by: Councillor Keenan Aylwin

Seconded by: Chair Denise Tucker

Vote: All in Favour

CARRIED

● **Waste Management – Compactor**

○ **Background:**

- The BIA Board had discussed at a previous meeting, and Barrie City Council had approved allocating \$200,000.00 to a Downtown Waste Management pilot project, which would implement an increased level of service through a centralized trash compactor.
- CAO Prowse is suggesting and is working on, in this budget cycle, a request for an extra crew for winter control (6 full time people) and to add them for the remainder of the year, with an extra \$140,000.00 from the City, to have them cleaning up the downtown.

'Waste Management – Compactor - Background' continued on next page...

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Waste Management – Compactor (continued...)

- **Background (continued...):**
 - Councillor Aylwin inquired about which option the BIA Board would prefer
 - Extra Crew or Centralized Compactor.
- **Discussion:**
 - The Board discussed pros and cons of each option.
 - Centralized Compactor – It was noted that a compactor may be less effective and only service a small portion of the downtown. However, it would service the area in between garbage days.
 - Extra Crew – The Board identified the opportunity to identify the crew and the provide a goodwill and ambassador benefit to the public.
 - It was noted that the \$200,000.00 funding is from the Gas Tax program which has to be spent on capital project. The Board discussed allocating the \$200,000.00 elsewhere (i.e. digital screen, washrooms at Meridian Place) and accepting the 6 crew members to clean up.
 - Councillor Keenan Aylwin also proposed the discussion of organics collection at the next meeting.

○ **Motion:**

▪ **06_2019 BIA Motion #3:**

The Downtown Barrie (BIA) Board of Management moves a motion to present to the City that the BIA is in support of a six (6) person Garbage Crew and is interested in the \$200,000 Gas Tax Funding be directed or allocated towards a digital screen and fixtures for Meridian Place.

Motion moved by: Chair Denise Tucker

Seconded by: Vice-Chair Tom Ambeau Jr.

Vote:

Favour: 10

Abstain: 1

CARRIED

Mr. Paul Lynch not present at time of vote.

Addition of Other Business

● **CURB APPEAL -**

○ **Inquiry:**

- Mr. Randy Aylwin inquired who made/makes the decision about the details (i.e. locations, ticket pricing, etc.) of the Curb Appeal event. He does not recall it being discussed by the Board and noted that he did not have any input in what happened. He inquired about who chose the committee and who has input on the funding.
 - Chair Tucker noted that most of these events/initiatives began prior to this new Board and has separate committees (made up of the restaurateurs involved) that meet to establish the event logistics.
 - Vice Chair Ambeau added that many of the committee members have been involved since the inception of the event approximately eight (8) years ago. He noted that many of these events are line items within the budget and a report will be prepared after the event and presented to the Board.
 - Mr. Stevens also noted that they are in the realm of operations. He noted that there will be opportunity at the strategy session to discuss role and opportunities of events such as Curb Appeal and Promenade Days.

● **SALVATION ARMY MEAL VOUCHERS -**

○ **Background:**

- Ms. Michelle Huggins outlined the Salvation Army \$5 Meal vouchers initiative in which a customer can buy a voucher and put it on their window. She would like to see the BIA feature the program in our News & Notices email and connect them to the Salvation Army.

● **ONTARIO SUMMER GRANTS PROGRAM -**

○ **Background:**

- Ms. Kristen Eatch noted that the Downtown Barrie (BIA) Office applied and received funding for a summer student through Ontario Grants' Summer Experience Program. She will be leading the hiring of the summer student and noted there is some criteria and requested that if a Board member would like to share somebody who might be a good candidate to the program or has any questions is asked to contact Ms. Eatch directly.

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

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● **COUNCILLOR VOTING RIGHTS -**

- **Inquiry:**
 - Mr. Ing noted that the ten (10) Board members around the table all pay into the BIA, but the two (2) Councillors do not, so perhaps they shouldn't be voting members.
 - Mr. Stevens offered clarification noting that the council representation is grounded in the Municipal Act.

Chair's Report -

- **BLT UPDATE:**
 - *Please see '06_25_2019 BIA Board Appendix – Chair Report + Executive Meeting Minutes (9 page)' for details.*

Managing Director's Report

- **OPERATIONS UPDATE:**
 - *Please see '06_25_2019 BIA Board Appendix –Managing Director Report (7 page)' for details.*

Treasurer's Report

- **Reporting Month:** N/A

Strategic Planning Development – BRAND ACTION PLAN Map

- Strategic Planning Review – STRATEGIC OBJECTIVES DISCUSSION
 - **Background:**
 - The Executive Team is suggesting having a facilitator host a one (1) full day session or two (2) half day sessions to identify Board direction and establish a goal/target for the Board term as well as to identify roles and responsibilities of BIA Staff.
 - **Discussion:**
 - Ms. Huggins suggested that two (2) half days are preferred over one (1) full day and requested a weeknight over a Saturday or a workday.
 - **Action:**
 - Downtown Barrie (BIA) staff will put together a list of experienced facilitators and prepare some dates for sessions after event season.

Adjournment:

- Motion to adjourn at **7:01 pm** made by **Mr. Tom Ambeau Jr.** and seconded by **Ms. Michelle Huggins.**

Vote: All in Favour

CARRIED

Next Meeting: Tuesday July 23rd 2019, 5pm, Sandbox Centre, Downtown Barrie