

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT MINUTES - QUORUM
TUESDAY JULY 23RD, 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, and Councillor Keenan Aylwin.

Board Regrets: Mr. Paul Lynch and Councillor Clare Riepma.

Board Absent: Ms. Teresa Woolard.

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

Guest Attendance: Mx. Brandon Rheal Amyot (Simcoe Pride), Ms. Andrea Campobasso (Connected Core), Ms. Lauren Wild (Connected Core), and Ms. Samantha Docherty (Connected Core).

Public Gallery Attendance: Mr. Robb Meier

CALL TO ORDER

- Chair Denise Tucker called the **2019 July Board of Management Meeting** to order at **5:07 pm**.

Meal & Presentation(s)

- **SIMCOE PRIDE** – Mx. Brandon Rheal Amyot
 - **Purpose of Presentation:**
 - Fierte Simcoe Pride is looking to build better connections to the BIA and businesses within the downtown, to build more sustainability in order to support one another, and to meet the needs of the community.
 - **Background:**
 - Fierte Simcoe Pride formed in 2012. The group is one of a few Pride organizations that has a regional strategy thanks to the County of Simcoe's assistance with four (4) socials held in Wasaga Beach, Midland, Orillia, and Barrie.
 - The group is in a unique position where it is growing again and creating regional subcommittees.
 - This year they are celebrating their 8th anniversary and have 35 events taking place throughout the county including 19 Flag raisings over two (2) weeks. Festivities in Barrie will include...
 - July 29th - Flag raising at City Hall at 4:30pm.
 - August 11th - Pride Festival in Meridian Place from 12:00pm to 9:30pm.
 - Activities will include vendor market, main stage entertainment, a bubble foam dance for kids, and a Sunday Tea Dance.
 - Anticipation of about 2,000 people over the course of the day.
 - **Questions/Discussion:**
 - Chair Tucker inquired about the purpose behind tonight's presentation.
 - Mx. Brandon Rheal Amyot noted that Simcoe Pride would like to build relations in Barrie similar to the ones they have fostered with the BIAs and Chambers in Orillia and Midland.
 - They would like to connect the businesses to the August 11th Pride festival at Meridian Place and possibly make businesses a part of the festival with a chill out zone or through rainbow window displays with the chance to win a half page ad in the 2020 Pride Guide.
 - Mr. Randy Aylwin inquired why their Pride event takes place in August and not June.
 - Fierte Simcoe Pride is a member of InterPride (which runs World Pride, etc.) It was noted that only half of the Prides around the world take place in June.
 - The Board asked for clarification about Simcoe Pride versus Barrie Pride.
 - Barrie Pride is a separate organization which is hosting a Parade on August 17th.
 - Vice Chair Tom Ambeau Jr. also asked for advice on if Barrie Pride was to reach out the Board.
 - Mx. Rheal Amyot noted that in their opinion there is enough 'pride' to go around.
 - **Action:**
 - Chair Tucker extended an invitation to Fierte Simcoe Pride to share upcoming and future events/opportunities to the BIA membership through the Downtown Barrie's weekly News & Notices email.

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- **CONNECTED CORE** – Ms. Andrea Campobasso, Ms. Lauren Wild & Ms. Samantha Docherty
 - **Presentation Purpose:**
 - Ms. Andrea Campobasso provided an introduction to Ms. Samantha Docherty as the new Program Coordinator for the Connected Core project. Ms. Docherty has a background in public health.
 - **Background:**
 - The goal of the Connected Core program is to bridge the knowledge gap on what different organizations are doing to assist the marginalized in the community in an effort to make each organization more efficient. Also, to guide those who need services in the right direction.

CONNECTED CORE continued...

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CONNECTED CORE – continued...

- **Update:**
 - Since the BIA's June Town Hall presentation, the Connected Core program has...
 - been working with a tech company to create a geotargeted chat bot which will go live on connectedcore.ca website as a button for outreach workers, businesses and anyone to use. It is hoped that this will be ready for August.
 - The Georgian College Employment Centre has also been brought in to assist with the job bank and act as the point of contact for each of the casual part time workers.
- **Next steps:**
 - The hope is to begin scheduling and providing de-escalation training along with Naloxone training sessions in the near future.
 - Ms. Docherty will continue to engage with downtown businesses and other partners who want to participate in the program through training and the job bank.
- **Questions/Discussion:**
 - Chair Tucker noted that the Dunlop Streetscape construction contractor has expressed an interest in participating in de-escalation training.
 - The Board suggested that on top of the chat bot/button that an assistance pamphlet be created for businesses to handout to anyone they may encounter who maybe in need of assistance and to direct them where to access services.

APPROVAL OF AGENDA & MINUTES

● **AGENDA**

○ **Motion:**

- Motion to approve the Agenda made by Councillor Keenan Aylwin and seconded by Ms. Tracey Baker.

Vote:

All in Favour

Approved

● **MINUTES – June Board Meeting**

○ **Discussion:**

- Mr. Jason Ing reiterated his concern with Councillor voting rights and noted his concern about a possible conflict of interest with City Councillors putting forward motions at the BIA Board Meetings that were potentially City business as opposed to BIA business.

○ **Motion:**

- Motion to approve the Minutes from the 2019 June Board of Management Meeting made Ms. Michelle Huggins and seconded by Councillor Kennan Aylwin.

Vote:

All in Favour

Approved

COUNCIL & PARTNER UPDATES –

Councillor Reports – Councillor Keenan Aylwin

● **PARKING DURING THE DUNLOP STREETScape PROJECT:**

○ **Background:**

- The BIA Board of Management (the Board) passed a motion at the 2019 March meeting that included amendments regarding free parking spaces being made available during Dunlop Streetscape construction.
- Please see '[BIA Staff Report 04-2019: Dunlop Streetscape \(3 pages\)](#)' in reference to the motion along with the details of CAO Michael Prowse's response.

○ **Update:**

- CAO Michael Prowse indicated to Councillor Keenan Aylwin that City Staff anticipate to recommend to City Council on August 12th that free two (2) hour parking for Phases 1A and 1B be provided on one entire floor of the Collier Street Parkade (80-90 spots which would cost \$10,000/month).
- Councillor Aylwin also noted that CAO Prowse has expressed concerns around the costs of surface parking (which could cost \$30,000/month).

○ **Discussion:**

- It was noted in the Board's discussion that the City's Communication Plan for the Dunlop Streetscape Project includes \$120,000.00 for an Ambassador, free parking with banners and directional signage at each entrance to the construction zone.
- All subject to City Council approval.

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● **WASTE MANAGEMENT: GARBAGE BYLAW:**

- **Background:**
 - The Board passed a motion at the 2019 June meeting 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.
 - Please see '06_2019 BIA Motion Record' for motion details; along with '06_2019 APPENDIX -MOTION REFERENCE LETTER- Barrie City Staff: Waste Management Operations' for copy of letter.
- **Update:**
 - Councillor Aylwin noted that CAO Prowse has received and reviewed the letter. He noted that CAO Prowse was looking for the Board to specifically indicate that property owners should be held accountable for incorrect waste removal no matter who dumps it.
- **Action:**
 - The Board requested that BIA Staff invite CAO Prowse to September's Board meeting so as to continue the conversation prior to following up with another letter.

● **CITY OF BARRIE CLEAN UP TEAM:**

- **Background:**
 - The Board passed a motion at the 2019 June meeting 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.*'
 - Please see '06_2019 BIA Motion Record' for motion details.
- **Update:**
 - Councillor Aylwin noted City Staff have indicated that the Clean Up Team will require equipment, machinery, trucks, etc. As a result, they are recommending to Council that the \$200,000.00 in Gas Tax Funding be put towards the tools that they require rather than to the digital screen at Meridian Place as requested by the Board.
 - It was noted that the report that will go to Council will still include the original request.
- **Discussion:**
 - Mr. Tom Ambeau suggested that if the City receives any future Gas Tax Funding that it be suggested that it be earmarked for the digital screen at Meridian Place.

● **MERIDIAN PLACE TRANSFORMER:**

- **Update:**
 - The City has purchased a transformer for Meridian Place. It has been ordered and will take approximately 13 to 39 weeks to arrive and should be installed by Alectra in late Fall.

● **BARRIE POLICE:**

- **Update:**
 - Councillor Aylwin noted he recently met with Chief Greenwood.
 - He noted that the CRU is looking to make their uniform more noticeable.
- **Discussion:**
 - The Board recognized the increased presence of Barrie Police on foot patrol in the downtown in the last week.
 - It was also noted their engagement with the public through social media.

Partner Reports – NOT APPLICABLE THIS MEETING

- **Background:**
 - At the 2019 June Board meeting, Mr. Randy Aylwin inquired if the Partners attend BIA Board Meetings.
- **Update:**
 - See '07-2019 BIA Chair's Report' and '07-2019 BIA Managing Director's Report' under 'Policy & Partner Influencer' for details.
 - Chair Tucker noted that Barrie Chamber of Commerce (the Chamber) and Tourism Barrie will be invited to attend quarterly BIA meetings, while a representative from Barrie Police and Karen Dubeau with Creative Economy/Invest Barrie will be invited to attend every month. She also noted that attendance of the Sandbox Board meetings will be shared by Mr. Wayne Hay and Ms. Michelle Huggins, and attendance at the Chamber's Board meetings will be shared by Ms. Tucker and Managing Director Craig Stevens. Ms. Tucker also sits on the Tourism Barrie Board.

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DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)

Items for Discussion & Voting –

● **CITY OF BARRIE CLEAN UP TEAM:**

○ **Update:**

- The Clean Up Team (the Crew) has been hired and has commenced work.
 - *See '07-2019 BIA Chair's Report' and '07-2019 BIA Managing Director's Report' for details.*
- Mr. Stevens noted that the Crew is working on a rotating schedule with Dunlop Street being cleaned daily and Collier Street and other side streets being cleaned once a week. The Crew will use a blower to clean debris and will pick up any loose items.
- He also noted that he has set up a meeting with the Crew Lead and Danny, who the Downtown Barrie office contracts to sweep the street.

○ **Discussion:**

- The Board discussed the already noticeable difference in the cleanliness of the downtown.
- Mr. Stevens asked that the Board let the BIA office know of any spot, nook or cranny that needs extra attention so those locations can be passed along to the Crew.

● **MERIDIAN PLACE: NOELLA/TREE LIGHTING: TREE PLACEMENT/EVENT LAYOUT:**

○ **Background:**

- At the 2019 May Board meeting, Councillor Clare Reipma requested that the topic of snow fencing in Meridian Place along with the location of the Christmas Tree be addressed at a future meeting.

○ **Discussion:**

- The Board discussed the location of the Christmas Tree and if it could be relocated closer to Dunlop Street. Concern was noted that some groups may question a Christmas Tree placed so close to the cenotaph.
 - Mr. Wayne Hay noted that Grey and Simcoe Foresters would be okay with this.
- Mr. Stevens provided context surrounding the build-out plan for the Noella Festival at Meridian Place & Memorial Square. He also noted that a planogram will be created with the Meridian Place Working Group which will show different layouts for the Noella Festival.
- Discussion continued around the Christmas Tree and other events to connect people to Dunlop Street.
- The Board noted a good idea would be to have speakers at Meridian Place & Memorial Square play Christmas music throughout the Christmas season.

○ **Action:**

- Mr. Stevens will follow up with Mona Boyd on whether the snow fencing will be up again this year.
- The Board decided to have one big Christmas Tree go up in Memorial Square close to Dunlop Street.

● **MERIDIAN PLACE: Fire Pit Placement**

○ **Background/ Discussion:**

- The Board discussed and noted that they would like to have the fire pits located closer to Dunlop Street.

● **STRATEGIC PLANNING SESSION: 2 DAYS: CONFIRM DATES**

○ **Background:**

- At the 2019 June Board meeting, the Board noted a preference of the Strategic Planning Session as two (2) half day sessions on weekdays.
- The BIA Staff and the Executive Team suggested that these sessions be held on either September 4th and 5th or September 11th and 12th in the afternoon (from 12pm to 4 pm or 1pm to 5pm).

○ **Discussion:**

- The Board decided on September 9th and 10th from either 12-4pm or 1-5pm.

○ **Action:**

- Downtown Barrie (BIA) staff will book the sessions at the Sandbox Centre as well as coordinate the dates/times with a facilitator.

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Addition of Other Business

- **BROKEN/BOARDED UP WINDOWS:**

- **Discussion:**

- The Board discussed the opportunity to partner businesses with broken/boarded up windows with mural artists to create temporary art projects. It was suggested that the Georgian College - Design and Digital Arts Centre and the City's Creative Economy department could be a resource.

- **DUNLOP STREETSCAPE:**

- **Update:**

- Local team Arnott Construction has been rewarded the tender for the Dunlop Streetscape.
 - Arnott was the team behind the Midland and Penetanguishene streetscapes. They are familiar with London's Dundas Street and Hamilton's Locke Street projects. They also did some construction on Essa Road.
 - Mr. Steven's noted that Arnott will have one dedicated person to liaise with businesses who will be their own Communications person. He also noted that Arnott will be coming back with an accelerated schedule for the entire project.
 - Arnott also plans on leasing a space downtown and they will have a presence on the street as of August 1st

- **Discussion:**

- Chair Tucker suggested bringing a business in from Essa Road who can speak to the project in a positive light.

- **Inquiry:**

- Mr. Ing questioned whether there will be a phased-in approach to the benches and/or seating.
 - Mr. Stevens will check with Alvaro and follow up.

- **CURB APPEAL & MAY DAYS EVENT REPORTS--**

- **Background:**

- At the 2019 June Board meeting, Mr. Randy Aylwin inquired about the financials and operations of the Downtown Barrie (BIA) events specifically Curb Appeal, Promenade Days and the Airshow.
 - **May Days** – Please see ['07_2019 BIA APPENDIX - 2019_May_Days_Event_Report_FINAL'](#) for details.
 - **Curb Appeal** - Please see ['07_2019 BIA APPENDIX -2019_CurbAppeal_Financials'](#) and ['07_2019 BIA APPENDIX - Curb Appeal 2019 Event Report'](#) for details.
 - Two (2) and half hours prior to the 2019 July Board meeting, Mr. Randy Aylwin submitted an email to Downtown Barrie (BIA) staff and the Executive Team, City Clerk Wendy Cooke, Councillor Aylwin and Councillor Riepma with a list of thirty-seven (37) questions about the Curb Appeal event and requesting financials for May Days.

- **Action:**

- Chair Tucker noted that Downtown Barrie (BIA) staff will prepare a response to Mr. Randy Aylwin questions and submit to the Board for review

Chair's Report -

- **BLT UPDATE:**

- Please see ['07_2019 BIA APPENDIX – Chair Report \(5 pages\)'](#) along with ['07_2019 BIA APPENDIX – July Executive Meeting Minutes \(3 pages\)'](#) for details.

Managing Director's Report

- **OPERATIONS UPDATE:**

- Please see ['07_25_2019 BIA APPENDIX –Managing Director Report \(7 page\)'](#) for details.

Treasurer's Report

- **Reporting Month:** N/A

Adjournment:

- Motion to adjourn at **7:19pm** made by **Mr. Wayne Hay** and seconded by **Mr. Tom Ambeau Jr.**

Vote: All in Favour

CARRIED

Next Meeting: Tuesday September 24th, 2019, 5pm, Sandbox Centre, Downtown Barrie