



In attendance:

- Ms. Denise Tucker, Chair
- Mr. Tom Ambeau, Vice Chair
- Mr. Wayne Hay, Past Chair
- Mr. Craig Stevens, Executive Director
- Ms. Kristen Eatch (Recording minutes)

Regrets: Ms. Michelle Huggins, Secretary Treasurer

Called to order at 10:06am

### **DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA) BOARD OF MANAGEMENT**

The Team discussed the transition of the new Board members and the new Executive Team members including the role of the Past Chair.

The Team discussed how the Four Pillars will help keep the Board in line with communication and decision making. The Four Pillars are:

- Event Facilitator
- Area Marketer
- Public Realm Investor
- Policy & Partner Influencer

Further discussion continued on how downtowns are complex entities and how the Four Pillars will support the Board in decision making and communication.

The Team discusses the Brand Leadership Teams and their objectives with start and finish timelines as well as measurable objectives.

The Team discusses their relationship with City staff and the possibility of bringing Ms. Karen Dubeau (Director of Creative Economy) to speak to the Board

### **DUNLOP STREETScape PROJECT**

The Team noted that they are awaiting confirmation on the status of the project from City staff.

The Team discussed the BIA's role in the project and the possibility of investing in it. It was noted that, typically, BIAs can or will look at investing in streetscape projects (i.e. in terms of poles/light standards: BIAs could cover the top-up that would bring better or more fitting poles/light standards).

### **BOB HUNTER PUBLIC ART MEMORIAL**

The Team discusses the opportunity of the \$50,000.00 donated by the Bob Hunter family to be put toward public art installations.

The Team highlighted how Meridian Place would be the perfect location for this with the three public art foundations already in place.

### **MARCH, 2019 BOARD MEETING AGENDA**

The Team discussed formalizing the process for submitting items to the agenda with the proposed scheduled outlined:

- All agenda items proposed for consideration must be submitted on the Monday prior to the Wednesday Executive Team meeting (which takes place the week prior to the scheduled Tuesday Board meeting).

The Team discussed partner presentations for each Board meeting and holding firm with their 5-minute updates.

The Team discussed adding to the next Board meeting agenda a presentation from the Simcoe County District Health Unit on safe consumption sites.

The Team discussed proposing to the Board a Special Meeting to discuss the budget.

The Team discussed adding the issue of the Fundraising role to the agenda.

### **MARCH, 2019 TOWN HALL**

The Team discussed inviting Ms. Karen Dubeau to be the keynote speaker at the March, 2019 Town Hall

The Team discussed the 2019 Town Hall schedules for March, June (formal AGM), September and December (Christmas social).

### **BRAND LEADERSHIP TEAMS (BLTs)**

The Team discussed the difference between Board (governance) responsibilities and staff (operational) responsibilities.

The Team discussed three BLTs:

- Streetscape (four members will take this project on - two from west end and two from east end). This team will connect with Alvero and there will be a team leader who can report on the team's behalf at each Board meeting)
- Official Plan (four members who will connect with Andrea, Director of Planning)
- Governance (four members updating the constitution, policies, procedures etc.)

The Team discussed how to best assign Board members to a BLT.

The Team discussed approaching Board members one on one and have a conversation - "Where does your interest lie?" "Here's what we think based on our conversations with you." "Here's where we think you'll best serve us," etc.

The Team discussed knowing that things are being tracked and measured so that everyone knows the impact of our investment.

## **BARRIE AIRSHOW & PROMENADE DAYS**

The Team discussed the following:

- 2019 Promenade Days Festival
- The Barrie Airshow
- The Martels concert
  - Potential licenced area featured at The Martels concert
- Main stage entertainment
- Fundraising.

The Team is updated on the Barrie Airshow by Mr. Wayne Hay and the 2018 ask of the City for the BIA to contribute funds toward the event.

## **ADDITIONAL ITEMS OF DISCUSSION**

The Team discussed appropriate methods of communication for Board members (text vs. email and respecting everyone's outside-of-business-hours time).

Adjournment: 11:50am

Next regularly scheduled meeting:      Tuesday, February 26th, 2019 @ 5pm  
Sandbox Centre (24 Maple Avenue)