

June Executive Meeting Minutes

Wednesday, June 19, 2019

Downtown Barrie Business Association (BIA) Office



In attendance:

Ms. Denise Tucker, Chair

Mr. Tom Ambeau, Vice Chair

Ms. Michelle Huggins, Secretary Treasurer

Mr. Wayne Hay, Past Chair

Mr. Craig Stevens, Executive Director

Ms. Kristen Eatch (Recording minutes)

Called to order at 12:00pm

TOWN HALL

The Team discussed the June 19th Town Hall and who might be attending as well as what questions might arise and how to prepare for those questions

- Discussion surrounding the role of the BIA and its Board - we are not the 'absolute solution' to problems. We provide our members the tools for them to work toward a solution
- Noted that we are a business association that's here to advocate for our members. We represent them. We don't have all the answers, but we can take their concerns and advocate to our partners (police, social services, City Hall, etc.)
- It was noted that we need to be careful with using the word "advocacy" - Policy & Partner "Influencer" is better
- Noted that our partners, Karen Dubeau and Sgt. Angie Butler, will be there to address any questions but won't be speaking

JUNE BOARD MEETING

The Team discussed the June's Board meeting agenda

- Noted that the original agenda framework of the meetings (which included presentations by Partners) has changed
- Discussion surrounding the purpose of the original framework, re-introducing it and providing all Board members the opportunity to better understand this process - referencing the Board Member binders each director was provided
- Discussion surrounding reminding the Board of the process for submitting items for the agenda
- Discussion begins on the Waste Management By-Law
 - **Executive Team agrees to add Waste Management By-Law as an agenda item**
- Discussion begins on Strategy Planning Meetings
 - **Executive Team agrees to add Strategy Planning Meetings as an agenda item**
- Discussion begins on role of Past Chair
 - **Executive Team agrees to add the role of the Past Chair as an agenda item**
- Topic of roles and responsibilities of BIA staff is brought up. Executive Team decides not to address this until the Strategy Planning Meetings have concluded.
- Topic of the Connected Core and the next steps is brought up. The Team notes that this is included in the Managing Director's Report which will be provided to the Board as reference.

- Discussion of BLT - Brand Leadership Team - Governance and its next steps is brought up. The Team decides to propose a first meeting to the BLT - Governance committee
- Discussion begins on the roles and responsibilities for these BLT - Brand Leadership Team committee positions including BLT- Streetscape Block Captains. The Team decides that these roles and responsibilities need to be outlined for each Board member
- Discussion on the BLT - Dunlop Streetscape Project marketing meetings, campaigns and strategies
- Topic of the Meridian Place pilot project proposed for Sept/Oct on food trucks from the Meridian Place Working Group. The Team decides this can be addressed at the July Board Meeting
- The topic of hosting Meridian Place & Memorial Square sponsors at a reception on June 28th at the office of Hayco Realty Advisors is brought up and supported. This is part of the MPL Anniversary event that supports an ongoing connection with the Meridian Place Capital Campaign sponsors and will incorporate a viewing area for the Snowbirds airshow.
- Discussion surrounding the grant provided by Ontario Grants for the 2019 Summer Experience Program and the Team decides that Kristen will lead the hiring process.
- Discussion surrounding the updated Brand & Digital Guide. The Team decides this can be addressed at the July Board Meeting
- Discussion surrounding some outstanding questions presented by Councillor Clare Riepma
 - Snow fencing at Meridian Place & Memorial Square: noted that this snow fencing was for the protection of the plants but that the City of Barrie may be acquiring new fencing
 - Christmas tree at Meridian Place: noted that its location was part of the venue design, but that a plan to phase in additional features including additional trees closer to Dunlop Street was being developed that would take into consideration funding and specific design opportunities. The Team decided to address this at the July Board Meeting
- Discussion surrounding the parking strategy during the Dunlop Streetscape Project. CAO Michael Prowse communicated that he is working with the construction team to provide a form of parking relief during construction.

Adjournment: 2:55pm

Next regularly scheduled meeting: Tuesday, June 25th, 2019 @ 5pm
Sandbox Centre (24 Maple Avenue)