

## July Executive Meeting Minutes

Wednesday, July 17, 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 12:15pm

### REVIEW OF BOARD AGENDA - July 23, 2019

#### PRESENTATIONS:

Presentation Confirmations:

- Simcoe Pride presentation
  - Team discussed potential of sponsoring \$2000 (as it has already been allocated to Barrie Pride but there are concerns with unpaid City bills for ROWA and Police Service) and putting it toward Simcoe Pride. It was noted that nothing has been committed yet.
- Connected Core Update
  - Team discussed the role of the Connected Core's new position
  - If the pilot program is successful it turns into a full-time position

#### PARTNERS:

Team discussed when to invite partners to the board meetings. The following was proposed:

- Quarterly for Ms. Kathleen Trainer/Tourism Barrie.
- Quarterly for Mr. Richard Brooks/Barrie Chamber.
- Ms. Karen Dubeau, Director of Creative Economy, will be invited to all meetings.
- Sgt. Angie Butler, Barrie Police, will be invited to all meetings. The Team acknowledges that she may need to send Const. Jamie Saunders as her back up knowing that she likely won't be able to attend all meetings.

Team discussed BIA representation at the Sandbox board meetings

- Ms. Huggins offered to share attendance to these meetings with Mr. Hay. This will be coordinated with the Sandbox Board to confirm details.

The Team discussed attending Chamber board meetings with Ms. Denise Tucker and Mr. Craig Stevens tag-teaming as schedules permit.

## **ITEMS OF DISCUSSION**

### **WASTE MANAGEMENT:**

City of Barrie Clean Up Crew: Mr. Stevens updated the Team on the City of Barrie six staff for waste management within the BIA

- Mr. Stevens will reach out to Kenzingtons and Donaleighs about the dumpsters behind their properties and will update Dave Friary on their pick up schedule

Garbage Support Letter: Team discussed the letter that will be sent to the City about the garbage support request

- Team agrees that this is a stakeholder exercise on the City's part and that this is our opportunity to contribute, not to solve or to approve
- Team adjusted letter and expanded it to more detail

Organics Collection: Ms. Huggins addressed organics pick-up in the downtown and would like to bring up the conversation with Sandbox and have them as a potential partner

Cigarette Butt Containers: Mr. Stevens updated the team on the TerraCycle program and the cigarette butt containers and how they'll look with the new streetscape

- Team discusses the bylaw surrounding smoking in the downtown

### **BIA PRESENTATIONS:**

Mr. Stevens updated the Team on his presentation to PROBUS: a local chapter of retired business owners/professionals, many who live in the Downtown area.

### **GOVERNANCE BLT DEVELOPMENT:**

Role of the Past Chair and how to write it into the constitution

- Team agreed that this task can be applied and updated during the Governance/Constitution BLT process

Ms. Huggins expressed interest to be part of the Governance BLT

### **EVENTS:**

Event Reports: Mr. Stevens noted that two event reports will be provided to the Board this week: Curb Appeal and May Days. Promenade Days/Canada Day and Craft Beer & BBQ Festival will be provided at the next meeting

Mr. Stevens provided an update on TD as a potential sponsor for Lawnchair Luminata's Friday Night Live Music Series

- It was noted that this would only become an issue with Meridian Credit Union if TD was interested in capital, but that this has already been discussed with TD

### **PARTNERSHIPS:**

Digital Main Street: Mr. Stevens provided an update on DMS (Digital Main Street) from OBIAA

- The Small Business Centre received funds to develop a Digital Service Squad which will provide support as well as funds to help businesses
- Mid-August soft start with launch in September that will line up with the Dunlop Streetscape Project

- This is a partnership with the City of Barrie, Small Business Enterprise Centre, Georgian College, and Barrie Public Library

### **MARKETING & COMMUNICATIONS:**

Brand & Social Guide: Staff presented the updated Branding & Digital Guide

- It was noted that the BIA working process is not independent but instead interconnected and comprehensive
- The Branding & Digital Guide can be applied to the Governance BLT process

Team discussed the BIA branding and the current wayfinding signage

- It was noted that this was intended to be a bridge-brand, so it can definitely be changed and can be built into a sub-committee but that the focus needs to stay on continued building of the product development

### **BUSINESS DEVELOPMENT:**

The Team discussed the many issues Bent Taco has faced with their renos and anticipated opening on Collier Street

- The Team proposed using their story as a case study
- Team discussed presenting the story to Mayor Lehman once Bent Taco is set up

### **MERIDIAN PLACE:**

Team discussed the digital screen at Meridian Place

- It has been discussed at the Meridian Place Working Group that similar to the chairs, the digital screen will be a Meridian Place asset
- It was noted that the MP Working Group would like to have free wifi by August 29th

Team discussed the Christmas tree at Meridian Place and the many different opportunities to try and test the Christmas Tree (s) location (s); noting the original plan was to create a 'Christmas Market' throughout the entire venue as funds presented over a number of planned years. A 'planogram' of the build out should be completed to be used for reference.

### **DUNLOP STREETScape:**

Team discussed the marketing for Dunlop Streetscape project

- It was noted that Cheri Harris from the City will be spearheading this on their side
- It was noted that the next marketing/comms meeting for the Dunlop Streetscape will be next week (after the board meeting)

### **FINANCIAL:**

Staff noted that they are working with City of Barrie Finance to create new financial reports to provide updates through the Treasurer's Report

- Mr. Stevens will book time with Ms. Huggins to run through details/spreadsheets

Adjournment: 3:17pm

Next regularly scheduled meeting: Tuesday, July 23rd, 2019 @ 5pm  
Sandbox Centre (24 Maple Avenue)