

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT MEETING AGENDA
Tuesday April 23rd 2019 – 5:00pm – 7:00pm
Sandbox Centre, Barrie Bus Terminal

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Call to Order (5:00)

Meal & Presentation(s) (5:05 – 5:30 pm) NA

Approval of Agenda & Minutes (5:30) – March Board Meeting, April Special Meeting

COUNCIL & PARTNER UPDATES – (5:10–5:40)

- **Councillor Reports (10mins) –**
 - Councillor Keenan Aylwin (5mins)
 - Councillor Clare Reipma (5mins)

- **Partner Reports (20mins) – NOT APPLICABLE THIS MEETING**
 - Tourism Barrie (5mins)
 - Barrie Police Service (5mins)
 - Invest Barrie - Creative Economy – City of Barrie (5mins)
 - Chamber of Commerce (5mins)

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA) (5:40– 7:00)

Items for Discussion & Voting

- BRAND LEADERSHIP TEAMS (S) DEVELOPMENT (STREETSCAPE, GOVERNANCE, MERIDIAN PROGRAMMING)
- SAFE CONSUMPTION SITES – BOARD QUESTION TO MEMEBERSHIP

Addition of Other Business

- NA

Chair's Report (5:40-6:00) (20mins)

- **BLT UPDATE:** MPL_MSQ: NA Brand Presentation: NA Business Recruitment, Expansion, Retention: NA Capital Projects: NA Other: NA

Managing Director's Report (6:00-6:20) (20mins)

- **OPERATIONS UPDATE:** Events: AP Marketing: AP Communication: AP Hospitality: AP Traffic & Safety: AP Beautification & Cleanliness: AP Retail: AP, Property: AP Admin: AP **OBIAA Board** AP **Sandbox Board**: AP

Treasurer's Report (6:20–6:30) (10mins)

- **Reporting Month:** NA

Strategic Planning Development – BRAND ACTION PLAN Map (6:30 – 7:00) (30mins)

- Strategic Planning Review – STRATEGIC OBJECTIVES DISCUSSION

Adjournment: (7:00) Next Meeting: Tuesday May 28th 2019, 5pm, Sandbox Centre, Downtown Barrie