



CHAIR'S REPORT

The Downtown Barrie Business Association (BIA) Chair's Report reports on the previous time frame between Board meetings on operational activities conducted by the Chair and/or Executive of the Board. This includes but not limited to events, meetings, activities, reports, presentations, conferences, brand leadership team outcomes, Brand Action Plan updates and other that is representative of the Downtown Barrie Business Association (BIA).

TIMEFRAME: June 25 – July 19, 2019

BRAND LEADERSHIP TEAM(S) - BLT

This is an update on the Brand Leadership Team (s) (BLT) current work and future plans.

We have had some Executive conversations around

BLT TEAM #1 - DUNLOP STREETSCAPE PROJECT:

City of Barrie had to approve additional costs to the project which will not impact the BIA financial contributions or timelines.

Continuing discussions with Michael Prowse on Parking Solutions. I really do think it can be a fairly simple solution utilizing the lots adjacent to each block:

- 1A – Some dedicated free spots in Lakeshore Mews & Mulcaster lots
- 1B - Some dedicated free spots in the Collier Parkade and Chase MacEachern lots
- 2 - Some dedicated free spots in the lots off Maple behind Nutrition Plus and Simcoe Street lots

The last time I spoke with Michael Prowse just before our June Town Hall, he said that it was still a little preliminary for him to give us answers on any concrete parking solutions, however he said he would be working with the construction team and the city team to try to craft a parking strategy at least temporarily that will provide some relief to businesses during the streetscape project. He added that any strategy would of course have to be approved by council and not be too impactful to city revenues.

June 12 Attended Public Meeting to discuss Marketing – At the Sandbox 8am.

July 19 Pre-Construction Meeting

BLT TEAM #2- GOVERNANCE REVIEW:

- This team is still to be scheduled. As an Executive we have decided to wait on this Governance review until AFTER the Strategic planning sessions take place in August/September – two half days. Interested board members include Denise, Paul & Randy and Jason. Michelle may also get involved. Anyone else interested should let a member of the Executive know.

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BLT TEAM #3 - MERIDIAN PLACE PROGRAMMING:

- This team will meet in the fall to provide input for the Winter/Spring planning season. My plan is to be more involved with this working group. The meetings are weekly. Met with Karen Dubeau July 12 to discuss additional ideas and marketing initiatives to further activate the Downtown and let the BIA membership know what's going on with some marketing material so that individual businesses are able to promote as well. Talked about making Meridian Place and the Downtown THE place to be, THE place to check for any events coming up. We have decided to meet for coffee every couple of weeks just to stay connected.

BLT TEAM #4 - DOWNTOWN DEVELOPMENT:

- No update

EVENT FACILITATION



EVENTS

This is an update on the applicable events current work and future plans.

EVENT/INITIATIVE/ACTIVITY NAME:

Curb Appeal

Completed – waiting on Staff report

Meeting to be scheduled to assess 2019 event by those who attended.

EVENT/INITIATIVE/ACTIVITY NAME:

Snowbirds/CF-18 Air Show (City of Barrie, Base Borden, BIA)

Completed – Arin Donnelly, City of Barrie Committee Chair

Attended the Fundraising Dinner on Thursday June 27

Attended the Airshow Command Post and welcomed the community along with the Mayor and the Base Commander on Friday June 28.

Attended the Airshow Command Post and welcomed the community along with the Mayor and the Base Commander on Saturday June 29.

EVENT/INITIATIVE/ACTIVITY NAME:

Promenade Days/Canada Day/Airshow

Completed – waiting on Staff report

Attended the Meridian Place One Year Anniversary Event on Friday September 28 along with dignitaries, cake serving.

Attended the Canada Day Cake Cutting Event on Monday July 1 along with dignitaries.

EVENT/INITIATIVE/ACTIVITY NAME:

Craft Beer & BBQ Festival

Completed – waiting on Staff report

Meridian Place was packed for the Lighthouse Concert I attended. We need more of THIS vibe Downtown!

AREA MARKETER



MARKETING & COMMUNICATIONS

Tom and Craig have been meeting with Cheri Harris at the City of Barrie. Craig has developed a marketing campaign for the BIA that was shared at the 4th Streetscape Meeting. Have seen the marketing plan – waiting on City of Barrie for Creative Assets.

HOSPITALITY

NA

RETAIL

On June 20 Four Downtown Barrie stores held a Customer Appreciation Event to resounding success. I suggest we open this up to the entire Downtown retail community on an annual basis – mid-to-late June. Have asked the four businesses to report on the success so that we can consider as a Board whether or not this would be an event the BIA could get behind. More to come.

PUBLIC REALM INVESTOR



DOWNTOWN DEVELOPMENT

NA

TRAFFIC & SAFETY

Traffic at Meridian: Discussed with Craig the opportunity to designate Lakeshore behind MPL as Community Safety Zone/Quiet Zone to increase safety and prevent noise distractions from events taking place at Meridian Place.

BEAUTIFICATION & CLEANLINESS

Meridian Place: June 18 9:30 am Announcement about Troubadour Festival taking place in September

Public Art Committee – Bob Hunter Memorial: I met with Carol-Ann Ryan and Janet Loughheed from the Public Art Committee to discuss a potential donation from the BIA and they also asked if I would sit as a judge on the committee. Two full days for judging are planned July 24 and October 23. I have received the submissions and am reviewing presently.

Waste:

City started a pilot project on Friday July 12 and we are dedicating additional staff and equipment to the BIA. Our first night we collected 2 truckloads of garbage as well we have been blowing off the sidewalks and picking up the butts with the street sweeper. Please let me know if you see any difference because this is a pilot and we are trying to see if there is value. As mentioned we just started and are hoping to add things like weeding around poles and street trees, removing banners and graffiti etc.

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Waste Letter to Michael Prowse adjusted based on additional feedback from board member response with a request to meet for discussion. Approved by the Executive and sent by BIA Staff.

PROPERTY OWNERS

NA

POLICY & PARTNER INFLUENCER



PARTNERSHIP - COUNCIL CITY OF BARRIE

Meeting with **Mayor Jeff Lehman** to discuss the Welcoming Streets Project in Guelph and the social issues in Downtown Barrie.

Meeting with **Michael Prowse CAO** to discuss parking strategies during the Streetscape project.

PARTNERSHIP - TOURISM BARRIE

This is an update on the Tourism Board. Conversations with Wayne Hay and Tom Ambeau about the possibility of having a Board Member/Executive Member attend Board Meetings in place of the Maaging Director. Denise is on the Tourism Barrie Board of Directors.

PARTNERSHIP - CHAMBER OF COMMERCE

The Board meetings take place at 7:30 am on the same day as BIA Board Meetings. Craig and Denise will Tag Team these meetings to make sure we are always in attendance.

PARTNERSHIPS - OTHER

Creative Barrie/Meridian Working Group: I have had several conversations with Karen Dubeau at Creative Barrie as this is a relationship at the City that is most impactful for fostering a culture of innovation across the community and serves businesses and organizations that prioritize culture, entrepreneurship, strategy and innovation. Ongoing.

Connected Core

Good morning Craig and Denise,

Thank you again for the support of our exciting new pilot Program, Connected Core. I am writing to provide you with an update on our progress to date. We have built a program framework and continue to work with the BIA, BPS, RVH/RAAM, and our community partners to support the community needs in the downtown core.

The Connect Core Program Coordinator has been hired and will be moving forward quickly with the pilot launch. We are excited to see the impact the additional supportive and coordinated efforts will accomplish in our downtown core. Our Coordinator, Samantha, will be reaching out to schedule the de-escalation and naloxone training, branding and program components and meet with the businesses to further support the downtown.

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As a funding partner, the Coordinator will be providing a formal update three months into the pilot; however, if you require any additional information, please do feel free to reach out at any time.

Lauren Wild

Stakeholder and Special Projects Coordinator,

Office of the Mayor

Andrea Campobasso presenting update at Board Meeting July 23.

BOARD - SANDBOX

Conversations with Wayne Hay, Michelle Huggins and Tom Ambeau about the possibility of having a Board Member/Executive Member attend Board Meetings in place of the Managing Director. The Board meetings take place the first Tuesday of the month. Wayne Hay and Michelle Huggins will Tag Team these Board Meetings to make sure we are always represented.

ADMINISTRATION

Approvals of Expenses: Chair has been established as the Approver on BMO Spend Dynamics for all purchases made by the BIA Managing Director. Program through the City of Barrie. Ongoing. Craig and Stacey vacation accruals will be approved as will some professional development for Craig, as approved by the Executive majority.

Executive Meetings

July 17, minutes attached.