



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: FEBRUARY - JUNE 24, 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:

- Four outreach sessions have been completed
 - Phase 1A - Wednesday May 8th 2019 @ Sandbox Centre
 - Phase 1B - Wednesday May 22nd 2019 @ Sandbox Centre
 - Phase 2: Wednesday May 29th 2019 @ Sandbox Centre
 - Included City of Barrie, Engineering, Communications, Small Business Enterprise Centre
 - Outlined project details/timelines & Proposed Communications Strategy
 - Questions & Answers
 - Communications Recap Meeting - Wednesday June 12th 2019: reviewed planned communications plan with input from attendees
 - May need to outline exactly what the expectations are for the team captains
 - Next Steps: quote for proposed new creative and print components. Carig will present at the July Board Meeting.

BLT TEAM #2- GOVERNANCE REVIEW:

- This team is still to be scheduled. Interested board members include Denise, Tracey, Paul & Randy. I have also spoken with Jason Ing and Jason is considering being involved in this initiative.
- Have had some casual discussion with undisclosed board members who feel that a look at Governance and a rewrite of the Constitution should include a review of taking the vote away from members of City Council who are also members of the BIA Board.

BLT TEAM #3 - MERIDIAN PLACE PROGRAMMING:

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- 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.

BLT TEAM #4 - DOWNTOWN DEVELOPMENT:

- Met with Craig & Paul: Lynch - outlined conceptual framework of working group that will advocate on behalf of developers (all sizes), to develop a 'process friendly' environment to encourage both net new development and retro-fitted new development within the Downtown area.
 - Quarterly meetings
 - Advocacy direction will come out of meeting process
 - Focused on Downtown area challenges/opportunities
 - Local guests (City Staff, Association Partners, etc) will be invited to present/be presented to
 - Committee can be comprised of Downtown property owners but could include outside developers
 - Craig to provide a letter to Paul outlining BIA support of this initiative

EVENT FACILITATION



EVENTS

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

EVENT/INITIATIVE/ACTIVITY NAME:

Curb Appeal

HIGHLIGHTS AND/OR FEATURES: Another sell out event in minutes, Armouries location with great support by Grey Simcoe Fofe

DATE(S) & TIME(S): Friday June 14th 2019

LOCATION(S): Barrie Armouries

UPDATE: Event Report will be available for next Board meeting from MD/BIA Staff

EVENT/INITIATIVE/ACTIVITY NAME:

Snowbirds/CF-18 Air Show Sponsor Dinner

HIGHLIGHTS AND/OR FEATURES: Dinner @ Southshore with sponsors, pilots, crew, local dignitaries - partnership with City of Barrie

DATE(S) & TIME(S): Thursday June 27th 2019, 7pm

LOCATION(S): Southshore Centre

UPDATE: Event implementation phase. Multiple meetings attended since April 2019

EVENT/INITIATIVE/ACTIVITY NAME: Promenade Days/Canada Day/Airshow

HIGHLIGHTS AND/OR FEATURES: Snowbirds/CF-18 - 2 shows, The Martels, Summer Ice, Wrestling, Artisan Display, Top Gun Movie

DATE(S) & TIME(S): Saturday June 29 - Monday July 1st 2019

LOCATION(S): Downtown Barrie

UPDATE: Event implementation phase. Multiple meetings attended since April 2019

EVENT/INITIATIVE/ACTIVITY NAME:

Craft Beer & BBQ Festival

HIGHLIGHTS AND/OR FEATURES: Met with AG Doug Downey to invite to Judge the entries at noon on Sunday, July 7. This is a relationship that becomes important whe you consider the relationship with the Solicitor General and the dropping of Penetang Jail parolees at the Barrie Bus Terminal with no support.

DATE(S) & TIME(S): Friday July 5th - Sunday July 7th 2019

LOCATION(S): Heritage Park/Meridian Place

UPDATE: Event Implementation Phase

AREA MARKETER 

MARKETING & COMMUNICATIONS

The marketing & communications strategy for Streetscape is in te planning stages and will be discussed at the next Board Meeting in July.

HOSPITALITY

NA

RETAIL

NA

PUBLIC REALM INVESTOR 

DOWNTOWN DEVELOPMENT

Award: City Council June 24: Recognition of Rutherford Contracting in receiving the Ontario General Contractors Association's Ontario Builders Award in the building of Meridian Place and Memorial Square.

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 Troubador Festival taking place in September

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Public Art Committee – Bob Hunter Memorial: I met with Carol-Ann Ryan and Janet Lougheed 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 for July 24 and October 23.

Maintenance: Note that City crews have been replacing sidewalk bricks that are damaged or unsafe.

Streetscape: Attended all FOUR public meetings regarding the Streetscape Project. Have had multiple meetings as well with Alvaro Alumina and Michael Prowse and other City of Barrie staff. Regarding the possibility of some FREE PARKING downtown during the construction: It's a little preliminary for me to give you answers on any concrete parking solution however I have spoken several times with Michael Prowse, the CAO, who is 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. Any strategy will of course have to be approved by council and not be too impactful to city revenues.

Waste:

A number of complaints came in from Members in the Dunlop West area of garbage piling up on the street near a waste receptacle.

Michael Prowse: Below is our current process as it relates to garbage in the downtown. Currently it is a policy and not part of a bylaw. The changes would be two fold, firstly to actually include it in a bylaw for proper enforcement purposes and second that we would be more aggressive in our approach.

The impact the BIA should consider is complaints from property owners that may claim rightly or wrongly that the garbage was not from one of their properties nor tenants and they are being billed for someone else's garbage thrown in front of their property thus creating the charge.

Prior to recommending the Bylaw change to Council, we would like the BIA to send us a request in writing for the change.

The following guideline has been developed for use by Municipal Law Enforcement Officers and Administrative staff when addressing complaints regarding bulk items and excess waste on City property in the Downtown BIA

RECEIVING THE COMPLAINT

- A complaint may be received from the public, a Councillor or from a Roads Operations Foreperson regarding bulk items or excess waste on City property in the Downtown BIA.
- Such complaint and any supporting evidence (photos) will be forwarded to the Senior Officer for the administrative duties. There is no need to enter the complaint into the Complaint System.
- The Senior Officer will record the information (date complaint received, location, street address, type of violation, action to be taken and any other pertinent details) and enter them in the Downtown Waste By-law Complaint spreadsheet.
- If the complaint is received from the public or a Councillor, the Senior Officer shall report the complaint to the Roads Operations Foreperson noted in the KEY CONTACTS and advise of the location so the Foreman can arrange removal of the waste.
- If the complaint is received from the Roads Operations Foreperson the waste will have already been removed by Operations and photographs will accompany the complaint.
- Upon receiving the complaint and entering the information into the spreadsheet, the Senior Officer will confirm whether this is a first offence for the address or a subsequent offence and proceed as set out below.

FIRST OFFENCE PER ADDRESS

- The Senior Officer will research the City GIS/Tax Roll systems to verify the registered property owner. A copy of the supporting GIS/Tax Roll information is required for the file.
- The Senior Officer will complete the prescribed "Warning Letter" advising of the violation, that the waste was removed at no expense to the owner and that subsequent violations will be subject to cost recovery fees, administrative fees and possible legal action.
- The "Warning Letter" will be sent to the registered owner via regular post and be deemed to be received within 7 days after the date of mailing.
- The Senior Officer will notify the KEY CONTACTS via email once the complaint is closed.

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SUBSEQUENT OFFENCES PER ADDRESS

- If confirmed to be a second or subsequent offence where the registered property owner is verified to be the same, the Senior Officer will collect the registered property owner's information and provide this via email to the KEY CONTACTS for invoicing purposes.
- The Senior Officer will complete the prescribed "Billing Letter" advising of the violation, that the waste was removed at the expense of the owner and that an invoice will be forthcoming.
- The "Billing Letter" will be sent to the registered owner via regular post and be deemed to be received within 7 days after the date of mailing.
- The Operations Office Coordinator for Roads, Parks & Fleet will complete the billing process as per Roads, Parks & Fleet procedures.

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. I am on the Tourism Barrie Board of Directors.

PARTNERSHIP - CHAMBER OF COMMERCE

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.

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.

MPP & Attorney General Doug Downie: Lunch meeting June 21. Discussion about having Doug at Canada Day Celebrations/Cake Cutting as well as judging for the Craft Beer and BBQ Festival.. We also engaged in a conversation about dropping Penetang parolees at the Barrie bus terminal. Step 1 would be to move the bus terminal. There is a possibility of sending those transport vans to Bradford or Totonto instead of Barrie. He is taking new Solicitor General Sylvia Jones to the Penetang Jail for a tour to explain the situation to her. His office

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has suggested to City Council that the transit funding should also include consideration for the transport of these individuals and that this funding should also include consideration of a fix to this problem.

BOARD - SANDBOX

Conversations with Wayne Hay and Tom Ambeau about the possibility of having a Board Member/Executive Member attend Board Meetings in place of the Managing Director. Wayne Hay has expressed an interest in attending Sandbox Board Meetings on behalf of the BIA.

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.

Executive Meetings

February 14

March 4

March 20

May 2

June 11 – To discuss Town Hall

June 13 with Randy Aylwin to discuss concerns

June 19 - Present to the Board the opportunity for a Strategic Planning Session – half or full day – to be followed by an analysis of BIA Staff Roles and Responsibilities as well as Compensation and Performance Appraisals.

Tom's Note: The Downtown Barrie Business Association's (BIA) strategic mandate is galvanized by the four organizational pillars found in the Ontario Municipal Act: Event Facilitator; Area Marketer; Public Policy & People Influencer and Public Realm Investor. More specifically, the BIA seeks to promote the business community and the neighbourhood it represents, as well as to beautify, maintain and help make safe the public realm. The BIA works in partnership with the City and other stakeholders to create a thriving, competitive area to run a small business; to encourage densification in the downtown, and to foster a safe community that attracts shoppers, diners, tourists, and new businesses.

Minutes Attached.

Town Hall March 19 – Five Points Theatre

Board Members Present: Tom Ambeau, Chad Ballantyne, Randy Aylwin, Keenan Aylwin, Jason Ing.

Partners Present: Jeff Lehman Mayor, Creative Barrie Karen Dubeau, Kathleen Trainor Tourism Barrie

Presented: Creative Economy, Mayor, Keenan Aylwin

Town Hall June 19 – Sandbox

Board Members Present: Tom Ambeau, Michelle Huggins, Tracey Baker, Chad Ballantyne, Randy Aylwin, Teresa Woolard, Keenan Aylwin, Jason Ing.

Partners Present: Barry Ward Deputy Mayor, Creative Barrie Karen Dubeau, Barrie Police Angie Butler, Sandbox Craig Bush

Presented: Sandbox, Connected Core, Annual Report

Question and Answer Session

Barrie AirShow Multiple Meetings: March to June.

Curb Appeal Event:

Friday, June 14, Barrie Armoury

Acted as Co-Emcee and Representative of the BIA

Sold Out

Women In Business Luncheon: March 7, Liberty North

Award Presentation

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Individual Meetings with:

Chad Ballantyne, Teresa Woolard, Michelle Huggins, Wayne Hay, Paul Lynch, Jason Ing.