



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: July 20 – Sept 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:

On August 8/9 I contacted all councillors when we received word that CAO Michael Prowse and staff had recommended the following parking strategy:

- a) Free parking will be provided for a maximum of two (2) hours
- b) Nineteen (19) free parking spaces will be provided on the top floor (P5) of the Collier Street Parkade exclusively
- c) Free parking will be provided for Phase 1A exclusively (which is anticipated to occur from September 9, 2019 to November 8th, 2019)
- d) Staff will report back to Council by memorandum at the conclusion of the construction this Fall to provide the results of the free parking program. If the results of providing free parking during the construction of Phase 1A show positive results, the program will continue for the subsequent construction phases in 2020.

We were able to get ahead of the August 12 Council Meeting to get support for a larger number of spots at the Collier Street Parkade, but certainly not the 90 spots we were informed about in July.

Streetscape Meetings I attended:

Downtown Barrie Business Association (BIA)

93 Dunlop St E #102, Barrie, ON L4M 1A8 // 705-734-1414 // info@downtownbarrie.ca

July 31 9a-12p City, Entire Project
August 7 1p-5p City, Project
August 14 9a-12p City, 12-2pm Construction Timelines
August 21 8-9a OPEN MEETING for BIA Membership
August 28 9a-12p City, Entire Project
August 29 9a-12p COMMUNICATIONS
Sept 5 9a-12p City, Entire Project
Sept 9 9a-12p City, Entire Project

BLT TEAM #2- GOVERNANCE REVIEW:

- Hoping to finalize team following next Strategy Session

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. Will be meeting with Karen Dubeau regularly.

BLT TEAM #4 - DOWNTOWN DEVELOPMENT:

Waiting for updates from Paul Lynch following a discussion earlier this year about a strategy to lobby for relief on Development Charges etc. similar to Barrie Chamber efforts to support new development.

Excited about LakHouse Sales and progress. See BIA Instagram Post Sept 18

SmartCentre Greenwin Development Announcement:

<https://www.smartcentres.com/app/uploads/2019/09/Final-Media-Release-Sept-12-2019.pdf>

SmartCentres Enters Joint Venture to Build Apartments on Barrie Waterfront Toronto, Ontario (September 12, 2019) – SmartCentres Real Estate Investment Trust ("SmartCentres") (TSX:SRU.UN), one of Canada's largest real estate investment trusts and Greenwin Inc. ("Greenwin"), one of Canada's largest privately owned manager and owner of residential properties, announced today that they have entered into a 50/50 joint venture to develop a 7.8 acre lakefront property in the City of Barrie. The project is contemplated to be a multiphase rental apartment community. "We are very excited about partnering with Greenwin on this project in the thriving and growing City of Barrie. With direct access to the waterfront and close proximity to the GO station, we are confident that this residential development will be complementary to the City's vision for its waterfront and provide additional rental housing in Barrie," said Mitchell Goldhar, Executive Chairman of SmartCentres. "It furthers our strategy to focus on revenue growth in sectors such as residential, seniors, office and self-storage," added Mr. Goldhar. "We are very pleased to enter into this partnership with SmartCentres to create a landmark residential development in the City of Barrie," said Kevin Green, President of Greenwin. "This development, comprising of over 2,000 residential units will add significantly to our development pipeline of over 5,000 new purpose-built rental units."

EVENT FACILITATION



EVENTS

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

Downtown Barrie Business Association (BIA)

93 Dunlop St E #102, Barrie, ON L4M 1A8 // 705-734-1414 // info@downtownbarrie.ca

EVENT/INITIATIVE/ACTIVITY NAME:

Curb Appeal

Questions posed by Board Director Randy Aywlin will be answered at the September Board Meeting

EVENT/INITIATIVE/ACTIVITY NAME:

Need to devote some time and form a committee to review events and suggest changes, additions etc.

AREA MARKETER



MARKETING & COMMUNICATIONS

HOSPITALITY

RETAIL

September 5 Four Downtown Businesses supported a Ripple of Kindness Charity Meeting with a Downtown Walkabout. There were approximately 150 women who did a walkabout of Downtown following the meeting. As a member of this Charity Group and as Chair of the BIA, I represented the BIA at this meeting and with the help of Tracey Baker, was able to assemble a prize and food package that included the following:

Business - donation

Bravo Fine Lingerie

Gary Owen Art Restoration

HeadQuarters Hair Salon

Homestead Artisan Bakery**

Inhabit Interiors and Design

Janet Kemp Ladies Fashion

John McNabb Clothier

Kim Peacock Yoga and Wellness Boutique

Lazy Tulip Café**

Little Bitty Sandwiches and Coffee

Metzger Studio

Olive Oil Company Inc. Barrie*

Orange Theory Fitness

Our House*

Ripe Juicery**

Social 705

Summer House*

Downtown Barrie Business Association (BIA)

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*Host Downtown Barrie shops

**Food sponsors

Georgian Mall Pop-Up November 25- Dec 31

,In discussion with several shops to use the opportunity to help promote the Downtown, especially in light of the Streetscape Project.

PUBLIC REALM INVESTOR



DOWNTOWN DEVELOPMENT

TRAFFIC & SAFETY

August 14 Meeting with Shane Heath Foxx Lounge to address emailed concerns.

Positive Meeting – Denise, Michelle, Tom Intelligence shared with Barrie Police and had good discussion with Shane.

Hi there, as a business owner downtown I'm wondering what you're going to do to approach the city for us about the rampant drug problem that is affecting downtown.

I'm unable to open during the day or dinner hours now because of the amount of drug riddled and shady characters that are around the businesses and walking downtown during the day because they have scared most people from going to the downtown core.

We have had three stabbings within 3 weeks and last night outside of our establishment a couple of these undesirables dropped their gun out of their pants, right onto the sidewalk, which sent at least 30 of my customers that were outside scrambling to get inside and my security had to lock the door until they speed away.

There's no police presence in the downtown core at all at night time, and I'm wondering why as a business association that is supposed to be taken care of downtown you're doing nothing about this.

The last City budget took away money from our policing services but yet we have found some way to tear up the roads and double the sidewalks. Which in my eyes is going to cause most the small businesses downtown to close and leaving close to no one left.

My question to you is what do you do as the BIA to actually help the downtown businesses? I would like to know. You're absolutely astonishingly missing a rapid drug problem that is losing our downtown bit by bit.

Before I go canvassing all the stores downtown and start going to the local news sources I want some answers from your side as our voice to the city.

Your association, always says to shed a positive light on downtown, and you are supposed to be there to protect the businesses downtown, but how can we shed a positive light when we can't even open our businesses during the day and at night time without having security or we are leaving staff is unsafe.

Ironically, we are even on the Eastside of Dunlop which is half the violence that is going on on the west side.

You continue to allow Lakeside diner to operate even though it is a Haven for drugs and most of violence is happening there which is spilling out into the businesses around it including a bridal shop, take out restaurants, an art store, bookstore and one of our own fully vegan restaurants. All banks downtown are now closed and locked after business hours, which is further pushing people away from Downtown.

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If you have a plan to fix all this I would love to hear it but as far as I'm concerned the BIA and the city is driving the businesses out of downtown and it only seems that it is almost on purpose. It is many on owners minds, that this is continuing to happen with out anyone stepping in. We have approval for multiple condos yet no infrastructure to support the people that are going to be living there. without small quaint shops and nice restaurants why would someone buy a condo.

It's funny that anything around City Hall has been kept nice quiet and clean but yet nothing else downtown has been taken care of It's an absolute astonishing as being a 47 year old man that has lived in Barrie all my life to see what was once a beautiful thriving downtown right beside a beautiful rebuilt Lakeshore crumble to pieces.

As the bia it is your responsibility to start this conversation with the city and speak out loud to start this change. I would hate to see are downtown become like Detroit or other American cities that they just move the downtown. Because it's so bad. Right now as a thriving money making business I shouldn't be looking at my lease saying well it's up soon maybe we can find something outside of downtown.

Any information will be greatly appreciated becuse as of now it seems that there's no information to be given and that no one cares.

Thank You for your time

Shane Heath Owner/Operator

The Foxx Lounge Rock Bar and Hotdoggerly

One Star Studio

BEAUTIFICATION & CLEANLINESS

September 19 – Waste Management Photo Shoot 45 Dunlop Street East.

We are looking at setting up some photo shoots to depict proper waste and recycling set outs in the BIA for some of our Comms materials including the Waste Calendar. We will have to blur out company names unfortunately but would it be okay if we set something up in front of your store on Dunlop St? We are staging everything so we'll bring all the materials and remove them too and it won't interfere with your customers or block access to your store. The photographer is available on Sept 19 so it would be that date- not sure of the time yet. It will take an hour or less.

Can you please advise if you are okay with this?

Thanks,

Tracy

Tracy Quann-Strasser

Supervisor of Waste Diversion

Environmental Services

July 24 9a-4p Bob Hunter Memorial Judging to narrow down entries to 3

Oct 23 9a-4p Bob Hunter Memorial Judging to CHOOSE FINAL Artist

PROPERTY OWNERS

POLICY & PARTNER INFLUENCER



PARTNERSHIP - COUNCIL CITY OF BARRIE

Downtown Barrie Business Association (BIA)

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

Meeting with Clare Reipma, Keenan Aywlin, Tom Ambeau to discuss board alignment and strategy sessions upcoming.

PARTNERSHIP - TOURISM BARRIE

Tourism Barrie has introduced a new Tour that focuses on Downtown Barrie:
Tours are planned for September and October.

As a guest, you will indulge in food samplings and/or drinks at three delicious downtown Barrie restaurant locations while musical director, Brett Caswell, teaches you the tastiest of tunes along the way. Restaurant stops include The Flying Monkeys, Kenzington Burger Bar and last stop at Donaleigh's Irish Public House. I have included the link below:

<https://www.tourismbarrie.com/tasty-tunes-tour>

I am also a member of the Tourism Barrie Board as a Director. This Board is on hiatus for the summer – next meeting is September 26. I will attend and provide a report to the BIA Board.

PARTNERSHIP – CONNECTED CORE

August 1st – Update Meeting
August 27 De-Escalation Training 4 hours
September 12 Naloxone Training 1.5 Hours
Sept 16 – Live Interview on CBC Morning Radio to talk about the Program

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.

PARTNERSHIP – BARRIE POLICE

August 13 – Denise Meeting with Angela to discuss Police Presence on Dunlop Street Specifically
August 13 1-5pm approx Michelle Huggins and I spent the afternoon in the West end, observing, chatting with people and spent a couple hours of that time with Jamie Saunders learning about activities, Police presence and involvement etc.

PARTNERSHIPS – CREATIVE BARRIE

July 26 – Meeting with Melissa to discuss some Summer Events at Meridian:
Summer Startup Series events
Both of the events were well-attended and have been getting lots of positive feedback. Both events were a great chance to share details about this year's Xcelerate Summit.
A big thank you to Jenna for taking care of the catering logistics, and organizing the ice breaker

activity. A sincere thank you to the Sandbox team for all of your assistance day of with setup, IT logistics, and support. Also, a big thanks to Stacey for helping with the SOP app! Surveys were conducted the day of to gather an understanding of the guests and their needs within the ecosystem.

The results display that many people that came to the events were new faces and not the reoccurring guests that tend to come to our events. This is exciting to know because it shows that we have many individuals to support!

Many people mentioned that their favourite part about the second event (August 15th) was that there was nothing planned/programming and they really had time to have those meaningful conversations with other guests.

Some helpful highlights from the survey are:

- Almost 60% of the attendees from our survey sample are community members that have not been involved in any incubator programs (yet).
- 83% of people said they met someone that will help them grow their business
- 90% of people said they learned about a new opportunity that will help them grow their business

I have attached a infographic for reference with additional take-aways.

BOARD - SANDBOX

Following Wayne's resignation from the BIA Board, Michelle Huggins will attend Sandbox Meetings and report back. We also need to consider having a Board Member sit on the Micro Market Committee that the Sandbox and the City are currently involed in. Meeting August 26 with Craig Busch, Tom Ambeau, Craig Stevens, Wayne Hay

ADMINISTRATION

Approvals of Expenses:

Ongoing. Chair has been established as the Approver on BMO Spend Dynamics for all purchases made by the BIA Managaing 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

September 5, minutes attached.

September 18, minutes attached.

Craig Stevens Performance Review

Function of Chair

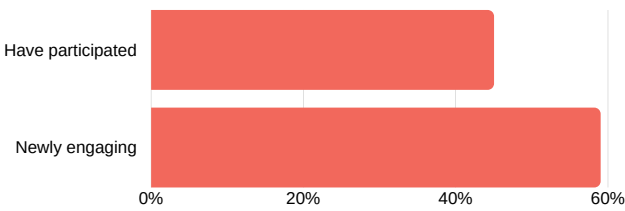
September 5

Documents Filed – Recommending some changes with the 2020 Budget for discussion

Summer Startup Series

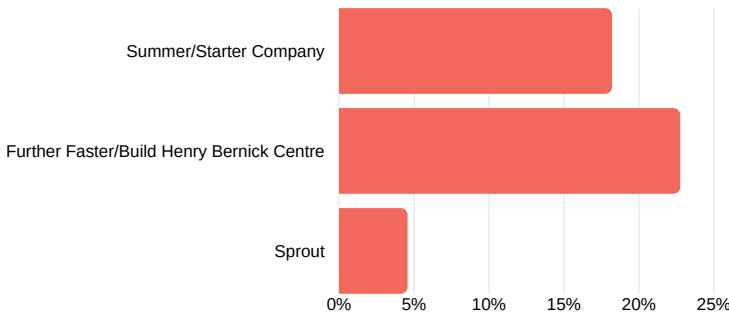
2019 Survey Results

45% have participated in Barrie incubator programs

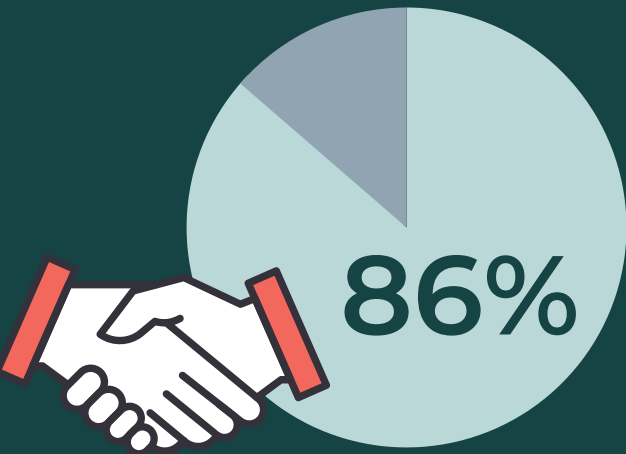


The rest were newly engaging in the ecosystem

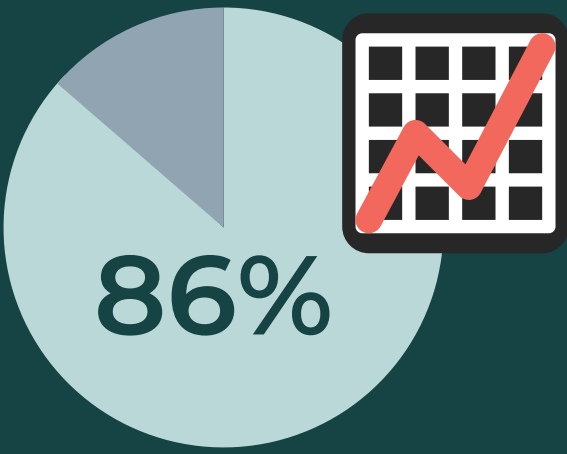
Participation comparison in incubator programs



Met someone who could help grow their business



Learned about new opportunities to grow their business



"Other foodies"

"Learn more about launching & development"

"Great advice for future"

"Having your data room ready"

"Upcoming entrepreneurial workshops"

"Learning about doing a market feasibility study"

"Learned about GAN investors"

Programs starting in fall

"Meetup talk"

"The resources in Simcoe County"

"Grants and investors"

"Programs called empowered/empowerment"

Local Entrepreneurs

"Criteria for being angel tready"

"Thoughts about other venues that could use my services"

TO:	GENERAL COMMITTEE
SUBJECT:	PARKING ACTION PLAN - DUNLOP STREET EAST CORRIDOR IMPROVEMENTS - MULCASTER STREET TO TORONTO STREET
WARD:	2
PREPARED BY AND KEY CONTACT:	S. PATTERSON, P. ENG., MANAGER OF CONSTRUCTION EXTENSION 4481
SUBMITTED BY:	B. ARANIYASUNDARAN, P. ENG., PMP, DIRECTOR OF ENGINEERING
GENERAL MANAGER APPROVAL:	A. BOURRIE, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT
CHIEF ADMINISTRATIVE OFFICER APPROVAL:	M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the two-hour free parking in the Collier Street Parkade as outlined in Staff Report ENG011-19 be implemented for Phase 1A of the Dunlop Street East Corridor Improvements from Mulcaster Street to Toronto Street and, if successful, the program be implemented for the subsequent phases of the construction project in 2020.
2. That staff in the Engineering Department report back via memorandum with the results of the two-hour free parking strategy at the conclusion of Phase 1A (November, 2019) of the project.

PURPOSE & BACKGROUND

3. The project design concept focusses on safe pedestrian movements and accessibility throughout the Dunlop Street corridor, as well as ensuring the businesses are better serviced through enhanced lighting, visibility and service opportunities by the inclusion of on-road/boulevard patios on a seasonal basis.
4. The design concept includes pedestrian friendly, aesthetically enhanced streetscape design elements within the boulevard and roadway which include:
 - Retail zone features such as patios;
 - Amenity zone features such as trees, planters, lighting, trash/recycling receptacles;
 - Street furniture;
 - Pay and display parking; and,
 - Flexible zone features allow either parking or pedestrian zone depending on how space is to be utilized.
5. The corridor streetscape has been designed to complement Memorial Square/Meridian Place, to ensure a seamless transition with regards to street furniture such as waste collection bins, benches, street lighting and roadway/walkway surface colours.

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6. On April 8, 2019, City Council adopted Motion 19-G-076 regarding the Dunlop Street East Corridor Improvements – Mulcaster Street to Toronto Street (Ward 2) as follows:
 - a) That subject to an agreement from the Downtown Barrie Business Association (BIA) Board to contribute \$300,000 of third party funding over a period of ten years, staff proceed to tender the Dunlop Street Corridor Improvements (Toronto Street to Mulcaster Street) in 2019.
 - b) That the BIA Board of Directors be requested to confirm their commitment to participate in the Enhanced Street Streetscape portion of the Dunlop Street work in accordance with the terms approved by City Council by Board resolution no later than April 15, 2019, and that should the BIA Board of Directors choose not to be involved in the project, in accordance with the terms approved by City Council, staff in the Engineering Department be directed to proceed with the tendering process for the project without the Enhanced Streetscape portion being included.
 - c) That staff in the Engineering Department continue to liaise with the BIA in regards to the project schedule; specifically shortening the 2019 Patio Season to allow a construction start date of September 10, 2019.
 - d) That Project EN1167 (Dunlop Street East Corridor Improvements - Toronto Street to Mulcaster Street) timing be advanced, the funding plan be amended, and the spending approval be approved as attached in Appendix "E" to Staff Report ENG003-19.
 7. A memorandum was provided to General Committee on April 15, 2019 providing additional renderings of the Dunlop Street East Corridor Improvements, Mulcaster Street to Toronto Street requested at the April 1, 2019 General Committee meeting.
 8. The tender for this construction contract was published on May 10, 2019 and the tenders closed on June 27, 2019.
 9. On July 9, 2019, City Council adopted Motion 19-A-097 regarding the Dunlop Street East Corridor Improvements (Ward 2) granting the approval of the construction contract to commence as follows:
 - a) That the total budget for Project EN1167 Dunlop Street East Corridor Improvements - Toronto to Mulcaster Street be increased to \$13.1 Million.
 - b) That staff be directed to seek offsetting reductions within 2019 capital projects and report back to General Committee as part of the capital status report and until such time the additional costs be funded temporarily through the Tax Capital Reserve.
 10. The Dunlop Street Corridor Improvement project is proposed to be constructed through the following phasing:
 - a) Potential start for works on Dunlop Street east of Mulcaster Street in August. This schedule is being coordinated with the City's contractor for the Dunlop Street East Corridor Improvements, Arnott Construction, as well as other construction anticipated to occur in the downtown core.
 - b) Phase 1A - Section between east of Mulcaster Street to just east of Owen Street
 - i) Start work between Mulcaster and Owen on September 9, 2019 to stop work by November 8, 2019
 - ii) Complete remaining work early in 2020 if required, as weather permits

- c) Phase 1B – Owen Street intersection culvert, Owen Street Intersection to Bayfield Street and Five Points Intersection
 - i) Start work after completion of Phase 1A
 - d) Phase 2 – Section between Bayfield Street and Toronto Street
 - i) Start work after completion of Phase 1B
11. Staff will mitigate impacts on the local businesses and the patio season and have developed the schedule accordingly. However, it is subject to weather conditions and assumptions made, such as a shorter patio season in 2019.
12. After construction is complete and during the non-patio season (September through the winter period to May), there would be an increase in on-street parking supply along Dunlop Street of approximately 13 additional spaces. Although some parking spaces are lost during the summer season to patios/retail spaces, there is still ample parking supply within a reasonable walking distance from the corridor, such as in the Collier Street Parkade.
13. During construction periods that will occur per the schedule noted above, there will be impacts to the available parking that is directly impacted by the construction. To address impacts as well as mitigating the impacts as a result of the overall construction as a whole, City staff are proposing to offer free parking as detailed below.

ANALYSIS

14. Various City departments have developed an action plan to provide supplementary parking for downtown patrons in order to alleviate pressures associated with construction during the Dunlop Street Corridor Improvement project. Through discussions with staff from Traffic & Parking Services, Transit & Parking Strategy and Enforcement Services, feedback from the Downtown Barrie Business Improvement Association (BIA) and advice from the senior management team, it is recommended to provide free parking at the Collier Street Parkade, under the following conditions:
- a) Free parking will be provided for a maximum of two (2) hours
 - b) Nineteen (19) free parking spaces will be provided on the top floor (P5) of the Collier Street Parkade exclusively
 - c) Free parking will be provided for Phase 1A exclusively (which is anticipated to occur from September 9, 2019 to November 8th, 2019)
 - d) Staff will report back to Council by memorandum at the conclusion of the construction this Fall to provide the results of the free parking program. If the results of providing free parking during the construction of Phase 1A show positive results, the program will continue for the subsequent construction phases in 2020.
15. The Collier Street Parkade was selected for the following reasons:
- a) The parking spaces on the 5th floor would replace the majority of on-street parking spaces that will be unavailable to downtown patrons during the construction of Phase 1A on Dunlop Street between Mulcaster Street and Owen Street.
 - b) Covered parking facility offers value-added service during fall weather.
 - c) Low utilization mitigates potential conflict between existing Collier Street Parkade patrons and the patrons accommodated as a result of the Dunlop construction.

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- d) Directing downtown patrons to the Collier Street Parkade will increase the public's awareness of the facility and how close it is to the downtown which will promote use of the facility subsequent to the downtown construction.
16. Staff from Traffic & Parking Services group will program the Pay-and-Display machines to issue receipts that explicitly state the 2-hour free parking conditions (see sample receipt in Appendix A). Downtown patrons must obtain this valid receipt and display it in their vehicle in order to qualify for free parking.
17. A Communications Plan will be developed and signage will be posted in the Collier Street Parkade to ensure affected downtown businesses and patrons are aware of this supplementary parking option. This will also be incorporated into the overall Construction Communications Plan that is being developed and will be rolled out prior to any construction occurring on Dunlop Street.

ENVIRONMENTAL MATTERS

18. There are no environmental matters related to the recommendation.

ALTERNATIVES

19. Council has the following alternative to the recommendations from staff:

Alternative #1 General Committee could decide not to implement the free parking provisions in the Collier Street Parkade.

This alternative is not recommended as these provisions are one element that will mitigate the impacts of the construction on the surrounding downtown businesses.

FINANCIAL

20. The parking spaces on the 5th floor of the Collier Street Parkade have the potential to develop \$3,000 per month in revenue. While this is a lost opportunity cost, staff do feel that this program will be a positive step toward mitigating construction impacts to the downtown businesses.

LINKAGE TO 2018-2022 STRATEGIC PLAN

21. The recommendations included in this Staff Report support the following goals identified in the 2018-2022 Strategic Plan:
- ☒ Growing our economy
 - ☒ Fostering a safe and healthy city
 - ☒ Building strong neighbourhoods
 - ☒ Improving the ability to get around
22. The recommendations are part of the implementation plan for the Dunlop Street Corridor Improvements project which supports Council's Strategic Plan by:
- a) Demonstrating the City's commitment to downtown businesses through the implementation of an innovative solution that provides benefits to both residents and businesses through the implementation of a flexible streetscape design.

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- b) Encouraging tourism to the area through the enhanced streetscape
 - c) By limiting the municipality's contribution to the streetscape/ beautification component and pursuing third party funding the project to reduce the capital expenditures from upcoming Capital Plans.
 - d) Improving the public realm by providing additional pedestrian space and encouraging more liveliness within the street corridor; helping create a sense of place and community.
 - e) Recognizing the importance of east-west linkages in the downtown area and the importance of Dunlop Street to the downtown transportation network.



Appendix "A"

Sample Receipt

**City of Barrie
2 HRS FREE – P5 ONLY**

Valid:

**TUESDAY SEPTEMBER 10, 2019
UNTIL 12:48 PM**

AMOUNT: \$0.00

ARRIVAL: 09/10/2019 10:48 AM

HST R 0000000

TRN: ABC00000000000

METER ID: COLLIER P5

RECEIPT NR: 00000

AUTH: 000000

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