



MANAGING DIRECTOR'S REPORT

The Downtown Barrie Business Association (BIA) Managing Director's Report reports on the previous time frame between Board meetings on operational activities conducted by the office staff. 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).

OPERATIONS UPDATE

TIMEFRAME: September Board Meeting

BRAND LEADERSHIP TEAM(S) - BLT

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

BLT TEAM #1 - DUNLOP STREETSCAPE PROJECT:

- Streetscape Project started:
 - Preliminary Phase: August 19th 2019
 - Phase 1A: September 9th 2019
- Communications Campaign: started & meets weekly on Thursdays
- Arnott Project PR - Nicole Maurice interacting daily with businesses.

BLT TEAM #2- GOVERNANCE REVIEW:

- This team is to be scheduled.

BLT TEAM #3 - MERIDIAN PLACE PROGRAMMING:

- This team will meet in the fall to provide input for the Winter/Spring planning season

BLT TEAM #4 - DOWNTOWN DEVELOPMENT:

- Meeting to be scheduled - Fall

BIA STAFF REPORTS

Pending Reports:

- BIA Boundary Expansion
- Past Chair Position - description and application into Constitution

EVENT FACILITATION



EVENTS

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

EVENT/INITIATIVE/ACTIVITY NAME: Meridian Place Anniversary

HIGHLIGHTS AND/OR FEATURES: Cake Cutting with Local dignitaries and Meridian Place Sponsors, Stage performances/afternoon tbd, Sonic Coalition evening, Sponsor Reception

DATE(S) & TIME(S): Friday June 28th 2019

LOCATION(S): Meridian Place

UPDATE: Event Report available

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 Report available

EVENT/INITIATIVE/ACTIVITY NAME: Craft Beer & BBQ Festival

HIGHLIGHTS AND/OR FEATURES: Full roster of Craft Beer lead by Flying Monkeys Brewery, full BBQ food line up, Lighthouse performance on Saturday

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

LOCATION(S): Heritage Park/Meridian Place

UPDATE: Event Report available next meeting

EVENT/INITIATIVE/ACTIVITY NAME: Lawnchair Luminata

HIGHLIGHTS AND/OR FEATURES: Star Wars, Gordon Lightfoot Doc booked plus 8 more, Friday Night Live Music booked - 6

DATE(S) & TIME(S): Wednesdays, Fridays - throughout July and August

LOCATION(S): Meridian Place

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EVENT/INITIATIVE/ACTIVITY NAME: **October Tasting Trail**

HIGHLIGHTS AND/OR FEATURES: New businesses have joined

DATE(S) & TIME(S): Saturdays - October

LOCATION(S): Downtown

UPDATE: Pre-Event Planning stage

MERIDIAN PLACE VENUE/PROGRAMMING

- **Meridian Place Working Group:** weekly meeting to determine ongoing programming scheduling, asset management and enhancement.
 - Chairs, tables, umbrellas on order: back ordered
 - Programming has been ongoing throughout summer
 - **National Trust of Canada Award Application** - did not make it past the short listed phase
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AREA MARKETER



MARKETING & COMMUNICATIONS

This is an update on the marketing & communications current work and future plans.

DIGITAL UPDATE

- GeoFencing: reviewing stats and will apply to Event Reports (Promenade Days, CBBBQ)
- Website Column/Blog: Metroland Column/Downtown Barrie Blog - August Post: Streetscape #1 September Post: Streetscape #2

TOTAL TIMEFRAME SOCIAL MEDIA AND NEWS STATS SUMMARY

- This summary takes into account total social and new media stats through Meltwater Analytics. Meltwater Report Attached.
 - Total Social Media Reach: 640,018 impressions
 - Total Social Media AVE: \$320,009
 - Total News & Social Media Reach: 998,018
 - Total News & Social Median AVE: \$499,009

SOCIAL MEDIA UPDATE

Details are on Event Reports:

- Twitter
- Facebook
- Instagram

PRESS RELATIONS/COMMUNICATIONS UPDATE

PRESS RELEASES: all have been conducted through Event please see details on applicable Event Reports

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PRESS CONFERENCES: all have been conducted through Event please see details on applicable Event Reports

EMAIL CAMPAIGN: sent initial email connecting to database with intro and appropriate 'opt out' info. Further outreach campaign being developed.

TOWN HALL: #3 of 4: October 9th 2019: Sandbox Centre

MARKETING UPDATE

PRINT: Metroland: GoodLife Ads co-op, Snapd Ads: events/streetscape

RADIO: Patio ads ongoing for summer/Streetscape Ads with City of Barrie

TV: NA

BROCHURES: complete

POSTERS: complete

POST/RACK CARD: complete

OUTDOOR PROMO: new billboard to be installed week of Sept 23: streetscape

HOSPITALITY

- **Patio Prowl:** Rock 95 Patio Prowl - Tuesday 5-7 - for licensed patios and KoolFM Lunch Box - Fridays 11-1 - for non-licensed patios is underway. Ongoing promotion through Snapd magazine, and Rock95 and KoolFM radio and BIA social media as well as 'on-location' setups with radio staff each week.

RETAIL

- Prepping October Tasting Trail
- Prepping Phase 1A: Shopping Contest

PUBLIC REALM INVESTOR



DOWNTOWN DEVELOPMENT

- **LakHouse Development:** Open House/Grand Opening Thursday Sept 19th 2019
- **Smart Centre/Greenwin Development Partnership:** 2000 rental unit development with commercial at old 'Harmony Village' property - between Toronto St condos - access off of Bradford

TRAFFIC & SAFETY

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- **Parking Strategy:** Consultants retained by City of Barrie, Survey has been distributed - 29 responses, further consultations being scheduled.
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BEAUTIFICATION & CLEANLINESS

- **Waste Management:** preliminary outreach with City Staff on ByLaw considerations and compactor(s) placement strategy. Interim continuing to send notices both email and hand delivered to address garbage challenges.
 - **City of Barrie Operations Clean Up Team:** ongoing
 - **Cigarette Butt Program:** ongoing - Investigating opportunity with streetscape to install new stand alone cigarette collection containers that would not be attached to buildings, move standing smokers farther away from entrances and would adhere to current By Laws on distance to patios.
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PROPERTY OWNERS

- See BLT Downtown Development Team
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POLICY & PARTNER INFLUENCER



PARTNERSHIP - CITY OF BARRIE: COUNCIL

- **Council Presentation** - NA
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PARTNERSHIP - CITY OF BARRIE: STAFF

- **CONNECTED CORE:** De-escalation training and Nalaxone Training has been conducted
 - **DIGITAL MAIN STREET:** In partnership with the City of Barrie - Creative Economy, the SBEC, Barrie Public Library, Georgian College: hiring the Digital Squad leaders and will be connecting with Downtown businesses in upcoming weeks
 - **Creative Economy: Walking Meeting/Outdoor Office Pilot** - waiting on event update and summary
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PARTNERSHIP - TOURISM BARRIE

- **Partnership Marketing:** continuing to work together on Visitor Guides, Maps, TOD signage, tourism video production
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PARTNERSHIP - CHAMBER OF COMMERCE

- **BA5 - Networking Event:** The BIA is hosting the Wednesday August 21st 2019 5pm - 7pm BA5 Networking Event in Meridian Place. Great turnout and evening.
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PARTNERSHIPS - OTHER

- **Georgian College:** na
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BOARD - OBIAA

- **OBIAA Board Meeting** - NA
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BOARD - SANDBOX

- **Board Meeting:** August/September - continuing to support Sandbox through our News & Notices, Websites, Word of Mouth and hosting meetings/events in the facility.
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ADMINISTRATION

- **NA.**