



October 17, 2019

To the BIA Membership,

As the remaining Directors of the Downtown Barrie Business Improvement Association (BIA) we would like to address our membership and thank them for their continued support of our ever-changing downtown. We are in the midst of an exciting period of growth with new developments, a new streetscape, and new opportunities for our city.

With this change, the BIA Board of Management is also changing. We are working through some governance challenges which present opportunities for us to be more accountable, more transparent, and more connected to our membership, the businesses as well as property owners in the area.

We respect the decision of some board members to take a step back from the work of the BIA. We want to thank them for their dedication to a more vibrant downtown - their work has inspired us and their contributions will always be valued. We appreciate their continued support and look forward to working together.

The BIA staff's commitment and hard work has lead us through several very significant projects, such as Meridian Place and the upgraded Dunlop Streetscape. We are looking forward to continuing our work with all BIA staff to achieve great things for our downtown core.

Change is never easy - it can be uncomfortable and sometimes even a little "chaotic". But with change comes creativity, new ideas, and new approaches. We will soon welcome the appointment of two new board members by City Council as well as four additional directors from our membership to contribute to the renewal of the BIA's work while improving our policies and procedures.

We are committed to engaging our membership as we move forward. We are united as a board and we will continue to work with our partners, including the City of Barrie, to see our downtown as a thriving, safe, and vibrant community.

We love our downtown!

Sincerely,

Michelle Huggins, Secretary-Treasurer
Chad Ballantyne, Board Member
Clare Riepma, Board Member
Keenan Aylwin, Board Member
Teresa Woolard, Board Member
Randy Aylwin, Board Member