

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT MINUTES - QUORUM
TUESDAY SEPTEMBER 25TH, 2019 – 5:00PM to 7:00PM
SANDBOX CENTRE, 24 MAPLE AVE

Board Attendance: Ms. Denise Tucker (Chair), Mr. Tom Ambeau Jr. (Vice Chair), Ms. Michelle Huggins (Secretary/Treasurer), Mr. Randy Aylwin, Mr. Chad Ballantyne, Mr. Jason Ing, Mr. Paul Lynch, Ms. Teresa Woolard, Councillor Keenan Aylwin and Councillor Clare Riepma.

Staff Attendance: Mr. Craig Stevens, Ms. Stacey Zubczyk, and Ms. Kristen Eatch.

Guest Attendance: Ms. Karen Dubeau (City of Barrie – Creative Economy Department).

Public Gallery Attendance: Mr. Robb Meier

CALL TO ORDER

- Chair Denise Tucker called the **2019 September Board of Management Meeting** to order at 5:05 pm.

APPROVAL OF AGENDA & MINUTES

- **AGENDA**

- **Motion:**

- Motion to approve the Agenda made by **Ms. Teresa Woolard** and seconded by **Mr. Tom Ambeau Jr.**

Vote:

All in Favour

APPROVED

- **MINUTES – July Board Meeting**

- **Motion:**

- Motion to approve the Minutes from the **2019 July Board of Management Meeting** made **Ms. Michelle Huggins** and seconded by **Councillor Clare Riepma.**

Vote:

All in Favour

APPROVED

Presentation(s)

- **CREATIVE ECONOMY – Ms. Karen Dubeau**

- **Events Update:**

- [*Please see '09-2019 BIA Board Appendix – Special Events & Projects Update \(14 slides\)' for presentation details.*](#)
 - Ms. Dubeau noted the Creative Economy has started to work towards programming the 'Downtown' as a venue, by partnering other events on the Waterfront (i.e. Heritage Park and Meridian Place), with other Downtown locations (i.e. businesses) and/or even the Five Points Theatre, the Barrie Public Library, etc.

- **Discussion:**

- Mr. Jason Ing inquired about Creative Economy's definition of the 'Waterfront'.
 - The 'Waterfront' is considered Centennial Beach, Heritage Park, and Meridian Place. Ms. Dubeau noted that the Southshore is also considered 'Waterfront' and indicated that more programming could take place at that location if appropriate infrastructure was put in place.
 - She also noted that Sunnidale Park is not on the 'Waterfront', however it is located in close proximity to Downtown. Sunnidale is popular with nature enthusiasts, photographers and leisure tourists.
 - Mr. Paul Lynch inquired about moving the Farmers Market to Meridian Place.
 - Ms. Dubeau noted the Farmers Market is a separate organization. They have started conversations with the Market. However, the Market has expressed concern, in the past, about inclement weather protocols and the convenience of the Market City Hall location is the use of the rotunda and a covered overhang.
 - The Board of Management (the Board) also asked about the logistics of relocating the Downtown Countdown to Meridian Place.
 - Ms. Dubeau outlined some of the challenges with relocating the bulk of the programming from City Hall. However, she noted Creative Economy is currently investigating options to located some of the Countdown programming to locations such as Meridian Place and the Five Points Theatre.
 - The Board briefly discussed with Ms. Dubeau the desire to see more winter events, activities, and programming in Meridian Place. Examples included markets, wagon rides, and fire pits etc.
 - Ms. Dubeau also noted the Meridian Working Groups desire to purchase an appropriate 'Outdoor Projection Screen' in order to be able to host televised sporting events and concerts.

'COUNCIL & PARTNER UPDATES' on next page...

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COUNCIL & PARTNER UPDATES –

Councillor Reports – Councillor Keenan Aylwin & Clare Riepma

○ **DUNLOP STREETScape PROJECT:**

○ **Update:**

- Construction is underway. Councillor Aylwin noted there has been some concern, this week, about restricted access due to construction directly in front of businesses; which was not communicated appropriately. This has also caused some concern around accessibility with the gravel pathways.

○ **Discussion:**

- Chair Tucker noted that the construction team had hoped to avoid restricted access, but unfortunately sometimes there are going to be things beyond control.
- Mr. Ing raised the question of compensation to businesses, who have experienced a loss of business during construction.
- Ms. Teresa Woolard noted that she did not realize that a portion of Simcoe Street, from Bayfield Street to Mulcaster Street, was going to also be closed during construction.
 - Councillor Aylwin noted Simcoe Street is open, and the closure signs now indicate access to parking lots. However, the original signage just said closed. He also noted that under the 'Highway Traffic Act' signs must be put up to notify people of the upcoming closure of the intersection.
- Chair Tucker commented on the strength of businesses, supporting one another, through social media. She is pleased to see businesses working together as a community to ensure that their neighbours are still operating after the difficulty that is construction.

○ **Action:**

- Councillor Aylwin has reached out to the General Manager, Infrastructure and Growth Management Andrea Miller and she will note the concern about communication of shutdowns and accessibility at the next construction meeting.

○ **NEW COMMUNITY IMPROVEMENT PLAN (CIP)-**

○ **Update:**

- A public meeting was held on Monday September 24th at City Hall in regards to a development incentive program (i.e. a grant program). This new Community Improvement Plan (CIP) is currently a draft and staff are gathering public feedback before it comes back to Council.
- Councillor Aylwin noted there are two (2) grant silos proposed in the plan, including an affordable housing grant; along with a redevelopment grant focused on the 'Urban Growth Centre', as well as the intensification corridors in the City. He also noted the plan is a way of giving breaks to developers to encourage development.
- The City has allocated \$2.5 million for the initial year of the new CIP with discussion at budget time.

○ **CONNECTED CORE CHAT BOT–**

○ **Update:**

- The Chamler's Chat Bot is live. The Chat Bot is a url that can be accessed from your phone or computer at barrie.chalmers.app. (application which can be added to a computer's home screen, as an 'app' on a phone or device). It will help excess resources for the marginalized in our community.
- Councillor Aylwin noted the partnership which between Barrie Police, Barrie Public Library, Royal Victoria Hospital and the BIA which assisted with the creation, and roll out of the Chat Bot and encouraged the Board to check the Chat Bot.

○ **DAVID BUSBY CENTRE –**

○ **Update:**

- A Neighbourhood Liaison Committee has been established, composed of City of Barrie staff, David Busby staff, neighbourhood residents, and representatives with the Canadian Mental Health Association (CMHA), to deal with some of the present concerns in the vicinity.
- Councillor Aylwin noted the response has been positive thus far with the group already having come together and worked on some landscaping solutions, along with creating an outdoor amenity space to mitigate the overflow of people hanging out in the surrounding area.

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Partner Reports – *provided written updates.*

- **BARRIE POLICE**- Sgt. Angela Butler.
 - **Update:** - *See '09-2019 Barrie Police Update (1 page)' for details.*
- **CONNECTED CORE** – Ms. Samantha Docherty
 - **Update:** *See '09-2019 Connected Core BIA Update (2 pages)' for details.*

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)

ITEMS FOR DISCUSSION & VOTING –

○ **PARKING DURING THE DUNLOP STREETScape PROJECT:**

○ **Background:**

- The Board passed a motion at the 2019 March meeting that included amendments regarding free parking spaces being made available during Dunlop Streetscape construction.
- At the July meeting it was indicated through CAO Michael Prowse that Staff would be presenting a report for 90 spots to be made available for parking. It was later found to be 19 spots.
- In August, Barrie City Council approved two (2) hour free parking during Phases 1A on the fourth floor of the Collier Street Parkade; which totals about 39 parking spaces.

○ **Update:**

- Councillor Keenan Aylwin noted that part of the motion approved by Council requires that the parking offering be re-evaluated after the first phase and that the City is already investigating different solutions for future phases; including having 'surface level' parking level options available. He noted that there will be a cost associated.

○ **Discussion:**

- Councillor Riepma noted that a long-term solution to all paid parking within the City is currently being reviewed as part of the Parking Strategy.
 - Managing Director Craig Stevens is a part of the Parking Strategy Committee.
- Ms. Woolard noted that Downtown Oakville has undergone a 10-month major streetscape construction project, in which they offered free parking on weekends.
 - Chair Tucker suggested the BIA promote that all parking in Downtown Barrie is already free on weekends (Saturday and Sunday) in both municipal lots and on-street.
- The Board briefly discussed the 'pros and cons' of grace period parking, visitor convenience/inconvenience in regard to walking distances, exceeding grace periods with penalty of ticket, along with accessing 'Pay & Display' machines. Mr. Randy Aylwin also noted that free parking 'all day long' can also stagnate traffic.
- In the short-term, Councillor Riepma suggested a BIA delegation make a presentation to Council and/or the City's Building Committee.
 - Councillor Keenan Aylwin also suggested communicating any request to City Staff, in advance, so they can prepare with appropriate financials/figures and responses.

○ **Motion:**

▪ **09_2019 BIA Motion #1:**

The Downtown Barrie (BIA) Board of Management requests that the City of Barrie approve free parking until completion of the final phase of construction in all lots and on street within the Downtown Barrie (BIA) boundary effective immediately.

Motion moved by: Ms. Teresa Woolard

Seconded by: Chair Denise Tucker

Vote: All in Favour

APPROVED

○ **Action:**

- Downtown Barrie Staff will contact the City of Barrie's Clerk Office to a request that a BIA Board representative be allowed to present at the next City Building Committee meeting. Ms. Woolard noted a desire to be a part of that presentation.

'Items for Discussion & Voting' continued of next page...

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● **BOARD MEMBER RESIGNATIONS:**

○ **Update:**

- Chair Tucker noted the BIA Executive Team has received resignation letters from both Mr. Wayne Hay and Ms. Tracey Baker.

- See '09-2019 BIA Board Appendix – Wayne Hay Resignation (1 Page)' and '09-2019 BIA Board Appendix – Tracey Baker (1 page)' for details.

○ **Discussion:**

- Chair Tucker insisted on discussion regarding Mr. Hay and Ms. Baker's resignation.
- Mr. Lynch expressed that he doesn't think the Board has lost the assistance of either Mr. Hay and Ms. Baker and feels that each of them will still continue to contribute to the BIA initiatives and as champions moving forward. The Board expressed a desire to have Chair Tucker draft a letter of thanks, to both Mr. Hay and Ms. Baker, for their contribution.
- The Board discussed options on how to fill the vacancies, as per what is outlined in the BIA constitution.
- Mr. Jason Ing reiterated his concern with Councillor voting rights and noted his concern about a possible conflict of interest with City Councillors putting forward motions at the BIA Board Meetings that were potentially City business as opposed to BIA business.

○ **Motions:**

▪ **09_2019 BIA Motion #2:**

The Downtown Barrie (BIA) Board of Management moves a motion to accept Mr. Wayne Hay's resignation.

Motion moved by: Chair Denise Tucker

Seconded by: Councillor Clare Riepma

Vote: Favour: 6

Not in Favour: 0

Abstain: 4

APPROVED

▪ **09_2019 BIA Motion #3:**

The Downtown Barrie (BIA) Board of Management moves a motion to accept Ms. Tracey Baker's resignation.

Motion moved by: Chair Denise Tucker

Seconded by: Mr. Paul Lynch

Vote: Favour: 6

Not in Favour: 0

Abstain: 4

APPROVED

▪ **09_2019 BIA Motion #4:**

The Downtown Barrie (BIA) Board of Management moves a motion to immediately open up the application process (a biography with a minimum of three (3) BIA membership references) for two (2) vacancies with the application period ending October 18th, 2019 involving an opportunity for candidates to present to the Board for three (3) minutes and voting by secret run off ballot at the October 22nd, 2019 Board meeting.

Motion moved by: Councillor Keenan Aylwin

Seconded by: Mr. Randy Aylwin

Vote: Favour: 5

Not in Favour: 4

Abstain: 1

APPROVED

Amendment moved by Mr. Paul Lynch

That the application period to end October 9th, 2019 with the October Board meeting to occur on October 10th with a decision made on the chosen candidate(s) and the follow up strategic session to take place on October 22nd, 2019.

Seconded by: Ms. Teresa Woolard

Vote: Favour: 2

Not in Favour: 8

NOT APPROVED

'ITEMS FOR DISCUSSION & VOTING - BOARD MEMBER RESIGNATIONS' continued of next page...

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- **BOARD MEMBER RESIGNATIONS** *continued:*

- **Action:**
 - Chair Tucker will draft a letter to both Mr. Hay and Ms. Baker thanking them for their contribution to the Downtown Barrie BIA.
 - The Downtown Barrie Staff will prepare a notice to be sent out to the BIA Membership opening up the application process as soon as possible.
-

TABLED ITEMS FOR DISCUSSION & VOTING:

- **CURB APPEAL–**

- **Background:**
 - Prior to the 2019 July Board meeting, Mr. Randy Aylwin submitted an email to Downtown Barrie (BIA) staff and the Executive Team, City Clerk Wendy Cooke, Councillor Aylwin and Councillor Riepma with a list of thirty-seven (37) questions about the Curb Appeal.
- **Update:**
 - [See '09-2019 BIA Board Appendix – Curb Appeal Follow Up Q & A \(14 pages\)' for details.](#)

- **STRATEGIC PLANNING SESSION: 1st session approval, next steps**

- **Background:**
 - On September 10th the Board met with a facilitator with Solutions Ink Strategy at the Sandbox and participated in the first of two Strategic Planning Sessions.
 - **Update:**
 - [See '09-2019 BIA Board Appendix – BIA Planning for Action \(4 pages\)' for details.](#)
 - **Action:**
 - Downtown Barrie (BIA) staff will send out a 'Doodle' poll to gather a consensus on the date of the second session.
-

Addition of Other Business

- **DUNLOP STREETSCAPE - COMMUNICATIONS:**

- **Update:**
 - The BIA's new billboard went up facing the Chase McEachern Way this afternoon (Tuesday September 24th) noting 'All businesses open, we dig downtown'.
 - The BIA has also put up Curbex signage throughout the downtown naming some businesses, and reiterating the 'All Businesses open' messaging.
 - The City's flags have also been erected and are very visible.
- **Discussion:**
 - Chair Tucker noted the visible presence of the BIA during construction through the City's marketing plan and the BIA marketing plan.
 - Ms. Woolard noted that during Downtown Oakville's construction their GO Station had a big banner saying 'Come in We're open' and promoting the downtown businesses.

- **STORAGE CONTAINERS IN THE DOWNTOWN:**

- **Inquiry:**
 - Ms. Teresa Woolard inquired about a by-law for storage containers. She expressed concern about the large container located in the Lakeshore Mews Parking Lot which is in front of the alleyway leading to Dunlop Street East, noting a safety concern to both pedestrians and vehicles backing up around it.
- **Action:**
 - The Downtown Barrie Staff will inquire with the City's Municipal law Enforcement Office (MLEO) about any bylaw enforcement.
 - Councillor Keenen Aylwin will also investigate and report back in regards to the container noted by Ms. Woolard.

'Addition of Other Business' continued of next page...

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• **PROMENADE DAYS REPORT:**

- **Background:**
 - The 2019 Promenade Days Festival took place June 29th, June 30th and July 1st in conjunction with the Meridian Place First Anniversary Celebrations (June 28th), the Barrie Airshow (June 28th & 29th) and the City of Barrie's Canada Day Celebrations (July 1st).
- **Update:**
 - *Please see '09_2019 BIA APPENDIX – 2019_BBIA_promenade_days-report (9 pages)' for details.*

CHAIR'S REPORT -

- **BLT Update:**
 - *Please see '09_2019 BIA APPENDIX – Chair Report (14 pages)' along with '09_2019 BIA APPENDIX – Executive Meeting Minutes- September 5, 2019 (1 page)' and '09_2019 BIA APPENDIX – Executive Meeting Minutes- September 18, 2019 (2 pages) for details.*

MANAGING DIRECTOR'S REPORT -

- **Operations Update:**
 - *Please see '09_2019 BIA APPENDIX –Managing Director Report (6 page)' for details.*

TREASURER'S REPORT -

- **Reporting Month:** N/A

Adjournment:

- Motion to adjourn at **8:11pm** made by **Mr. Tom Ambeau Jr.** and seconded by **Ms. Teresa Woolard.**

Vote: All in Favour

APPROVED

Next Meeting: Tuesday October 22nd, 2019, 5pm, Sandbox Centre, Downtown Barrie

□ _____ **Dated:** _____
 Signed - Chairperson

□ _____ **Dated:** _____
 Signed - Treasurer/Secretary

□ _____ **Dated:** _____
 Signed - Managing Director