

## Downtown Barrie Business Improvement Area (BIA) Board of Management By-Election Candidate Profiles

You may vote for up to six (6) candidates. Please return Ballot and Voting Certification to the above mailing address by **4:30pm on Friday, January 24th, 2020**. Votes can be made in person at the Downtown Barrie (BIA) office during normal business hours (Monday to Friday from 8:30am to 4:30pm) between **Monday, January 20th to Friday, January 24th, 2020**. Faxed ballots will not be accepted.

Presented in alphabetical order.

### **STEFANO AGOSTINO**

**(Owner of P\_zza located at 50 Dunlop St E)**



Having spent the past 20 years working downtown Barrie I've seen the ups and downs of the community and have had the ability to see downtown from many perspectives having worked in various roles and restaurants. I've been fortunate enough to gain experience in other municipalities such as Toronto, Aurora, Bolton and even across borders in Miami. This involved being a general manager and restaurant consultant for many different successful establishments both locally and internationally.

Over the past five years, I've made it my priority to partner with the Simcoe County District School Board to bring high school students on board with my many businesses to teach them real life and developmental skills. Most recently I've recruited arts students to showcase their graffiti art in our newest restaurant location.

Ever since I was young, downtown Barrie has been a staple in my life; strong, good memories of being part of the downtown core have stayed with me and shaped who I am as a professional in the hospitality industry. After being away from the industry for seven years, my brother and I are returning with our new business venture; we thought that it was only right to start where it all began for us many years ago, right here in downtown Barrie. Being a part of the council would allow me to contribute all that I've learned into making downtown into an even better environment than it was for me. With me on council, you will be gaining a passionate, driven, new set of eyes to the BIA, willing and excited to bring positive change.

**VICTORIA BUTLER**

(Sponsor of Candace Johnson, owner of Goldstitch Studio located at 117 Lakeshore Mews)



My name is Victoria Butler and I am running to be a member of the BIA. I have been actively involved in Barrie's downtown for a number of years and have worked at various downtown businesses since I was a teenager, in both hospitality and customer service. Because of this, I am very familiar with the people of our downtown core. I know their lives, stories, and what they want from their representatives. In terms of volunteer experience, I run a literary journal called The Northern Appeal which is a biannual, not-for-profit journal which publishes artwork and writing submitted to us by local creatives. We hold two launch events a year, all of which take place in the downtown. I am the head planner behind all of them, giving me 3+ years of event planning experience. I sit on the Barrie Arts Committee which has collectively organized events, such as the Lakeshore Mews Art Crawl and the Art

Masters talk series. I worked for the City of Barrie's former Creative Economy department for a year where I was responsible for overseeing the planning of Barrie's Culture Days: a nation-wide event weekend which featured a variety of free arts and culture based activities throughout the city. During my time at the City of Barrie, I also facilitated the public piano project in Meridian Place from start to finish. I oversaw the proposal and implementation of the mural "Dream City" by Leandra Almeida at Sophia and Bayfield this past summer. I am a member of the Barrie Public Art Committee and have worked with them in developing the Bob Hunter Project (the new public art piece coming to Meridian Place in 2020) and in developing a Community Engaged Art Policy. This policy will be instrumental in the implementation of accessible and engaging public art. I am also the City of Barrie's Poet Laureate. My goal is to make the BIA an accessible avenue for businesses to have their needs voiced and opinions heard. We need to be building relationships with business owners, tenants, and downtown regulars. I will utilize my experience and connections within the arts community to help beautify our public spaces in ways that are engaging and showcase the overwhelming amount of talent we have here in the community. I love our downtown and anyone who knows me can verify that I am an activist for it. Barrie is a beautiful and special place, and I want more than anything to contribute to a BIA board who fights for and supports the people of our downtown, from all walks of life.

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**DANIELA FUDA**

(Property owner of 143 Dunlop St E)



Having been born and raised in the Barrie area, I have always called Barrie home. While attending Eastview Secondary School, I worked at different local Barrie staples including Barrie Burger and Paul Sadlon's. My family has always owned businesses in and around Barrie and continues to be a part of the community. Because of my strong ties to Barrie, I recently purchased a building in the downtown and continue to cement my ties to the City. After high school, I attended the University of Toronto and then went on to study law in New York where I then practiced as a lawyer for 11 years. I focused my practice on professional liability defense, with a specific focus on lawyer's malpractice, and directors and officers liability. I moved back to Ontario three years ago and I split my time between Barrie and Toronto.

I currently work for a specialty insurance carrier. I manage litigation and claims arising out of various risks including professional errors and omissions policies, environmental, cyber and technology, directors and officers, (Cont.)

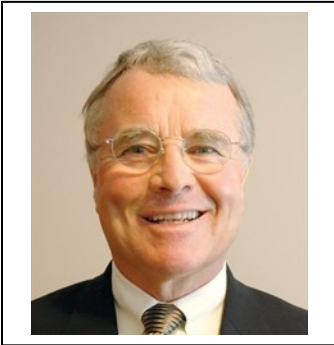
employment, and life sciences. The skills I have honed in my career both in private practice and in-house include working collaboratively with diverse groups, finding creative resolutions to complex problems, and a fluency in the legal aspects that arise in various fields given my exposure to numerous types of specialty insurance products. Of note, I deal with non-profit directors and officers' liability, which gives me a lot of insight into the workings of non-profit boards, which I think is an asset for the position.

I think I am well-qualified for the position and can draw on a wide breadth of unique experiences that can be of great value to an organization like the BIA. I currently have two great restaurant tenants in my building that bring a lot of value to the downtown. I look forward to being a part of the continued gentrification of the area as a building owner, and hope to add to that process by being a member of the BIA.

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**ROB HAMILTON**

**(Property owner of 94 Dunlop St E and owner of Queen's Hotel)**



I would like to be a member of the BIA board. I have owned and operated the Queen's Hotel since 1974. My community involvement has included

- Barrie Rotary Club, 42 years - past president
- 6 years BIA, four a chair
- 9 years R.V.H. board of directors - chair finance committee
- 4 years Barrie YMCA - board of directors
- 3 years Barrie Country Club board of directors
- 6 years Georgian College advisory committee
- Barrie's Mayor, 2003-2006

I have always been a staunch supporter of Barrie's downtown. During my term as Mayor downtown re-vitalization was a council priority and resulted in the Patti Zenos downtown re-vitalization master plan. Great strides were made during my term. I think we need to bring all the energy and commitment to bear that we can muster in order to keep downtown re-vitalization a top priority. I can help with that.

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**COLIN HASSEY**

**(Sponsor of Bottero Grossi Group Inc., property owner of 65 Collier St)**



I grew up in Barrie, earned a degree in Mechanical Engineering from Queen's University, and returned to Barrie to join my family business, Hassey Property Group. As a principal at Hassey, I have a 15 year track record in commercial real estate, management, and development within the city of Barrie and its surrounding areas. I am a long-standing supporter of downtown focused initiatives, including the Barrie Film Festival. I have insight into the challenges and opportunities facing downtown through my role as owner and manager of multiple downtown properties. I believe the BIA should focus on its core mandate and build a prosperous downtown by engaging businesses, residents, and tourists through a results based approach, ensuring the BIA delivers a return on investment to those who fund it.

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**JASON ING**

**(Property owner of 42 Maple Ave and owner of Nutrition Plus Community Health Market)**



My name is Jason Ing and I am running for the BIA board of management for the remainder of this municipal term. I am both a business and landowner in the western downtown core. Born and raised in Barrie, I feel privileged to both work and live in my community. My wife and I operate Nutrition Plus Community Health Market, a natural health grocer with a strong emphasis on education and community building. Prior to this role, I worked in the pharmaceutical industry in the fields of infectious diseases and addiction medicine. I am confident that my current and past experiences would provide a strong, unique and timely perspective in guiding BIA promotion, influence, growth and investment.

It is an interesting time for the BIA. As merchants and business owners, we have been witness to many challenges and unprecedented changes in a very short period. Before you consider voting for any candidate, I would ask you to evaluate the following questions:

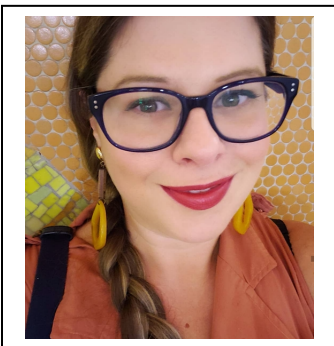
- Am I satisfied with the ROI (Return On Investment) that I get from being a member of the BIA?
- Has the BIA successfully represented my business and concerns at a municipal level?
- If I was to reinvest the 12% levy into my business, would that contribute more to benefiting the customers and businesses in the entire downtown?
- Do you feel that the BIA should financially contribute to capital projects in the downtown core?
- What do you want from your BIA and have you shared this vision with the board?

I believe that any investment should be evaluated based on the ROI. I recently resigned my position on the board as I was not confident that I could successfully represent our member's interests. Conditions have changed and I feel more confident the board is better structured to represent its membership. I welcome your consideration.

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**SARAH JENSEN**

**(Sponsor of Jill Dyck, owner of Bohemia located at 125 Dunlop St E)**



The year 2013 changed my life—I started working in Downtown Barrie, and I first read Charles Montgomery's book *Happy City*.

Previously working retail in malls, big box stores, and corporate offices, I found downtown to be a pleasant change. I enjoyed the views of Kempenfelt Bay and the close access to its shores before and after work; the unique shops and restaurants nearby; and most of all, the community I found.

At the same time, as I read *Happy City*, its pages revealed the effects of our surroundings on our happiness, health and well-being. Subsequently, I developed an interest in cities and public places, their importance and their potential.

Working on Dunlop Street gives me insight into the advantages and challenges of running a business downtown. I've called Barrie home for 35 years; as I grew up here, so too has the city grown and changed around me. As we look to further develop our city's core, we have an opportunity to build upon what's already great about Downtown Barrie and create something even better for the future. (Cont.)



In my six years downtown, I've had two managerial roles: first at Local Foods Mart, and now at Bohemia. In addition to scheduling, and serving up a mean cup of coffee, I also run Bohemia's Instagram and Facebook pages.

Previously, while working at Telus, I was a member of their Pulsecheck team, responsible for improving employee engagement, and a Community Ambassadors Executive, which included duties such as organizing volunteer events and community fundraising. These positions honed my skills in piquing people's interest and excitement about ideas and teamwork, skills which I think would be essential in a BIA role.

In 2016 I became the editor of the local publication, *The Heart of Barrie*. Through the paper, we hope to inspire community and identity in Downtown Barrie; tell the stories behind the businesses and people who make up our downtown; and explore our downtown's history and ideas for its future. Now on our 13<sup>th</sup> edition, it's been a fantastic experience, allowing me to get to know lot of people downtown and to have many thought-provoking and important conversations.

Conversations like these, I think, will be important in moving Downtown Barrie forward. I'd like to improve communication between the BIA and downtown businesses and encourage feedback and sharing ideas. I'd also like to engage the residents of Barrie to envision ways of improving downtown—we have so much talent and creativity in our community, and I want to find ways to invest that talent back into our city.

Downtown Barrie is a special place in our city and in my heart; it would be an honour to serve on our BIA. When I think about our downtown, I am reminded of what Charles Montgomery says in *Happy City*:

"Happiness is a house with many rooms, but at its core is a hearth around which we gather with family, friends, the community, and sometimes even strangers to find the best part of ourselves."

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## **JANET KEMP**

**(Owner of Janet Kemp Ladies Fashion located at 117 Dunlop St E)**



I have been a business owner in Downtown Barrie for almost 20 years. I Chaired the BIA Board for 6 years and was a Board Member for a term prior to Chairing. Under my leadership we had many accomplishments:

- Roger Brooks Destination Development
- Key Part in the Outdoor Patio Program
- Re vamped Promenade Days
- Lawn Chair Luminata
- Barrielicious

I currently Co Chair a Not For Profit Board that has been running for 20 years now.

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**JESSE KERR**

**(Sponsored by Younmi Jung, owner of Everleigh Garden located at 104 Dunlop St E)**



Jesse Kerr is an integral part of the Sandbox Centre here in the Downtown Barrie BIA as their 'big voice' and spokesperson. His focus at SBX surrounds informing their strategic communication plan, community engagement and execution against brand growth targets. He also heads their social enterprise initiatives, working with many of the cities' key stakeholders on connecting and growing a thriving community built around social innovation. Often the focus of these social innovation conversations are focused on the Downtown Barrie BIA core. Already having a seat at the table will allow Jesse to ensure the Downtown Barrie BIA community has a voice at the table and is aligned with the target outcomes.

Jesse has a couple decades of experience as the front face of several organizations including Cintas, HotSchedules, The Keg, Squirrel Systems and of course the Sandbox Centre. Jesse has worked closely with many owner/operators as well as international corporations, franchisees and startups on implementing system changes over that time. He has a firm grip on the challenges & opportunities of operating a business here in Ontario and in Barrie.

Jesse doesn't like to sit on an idea too long and prefers to enact change on a sooner than later time table. He believes iterative working models are better than concepts & theories. "Pitter Patter" would aptly represent his usual thought process.

Jesse knows to affect change you need a strong vision and tangible targets to yield sustainable results. Change management often starts with addressing long held beliefs that were often instrumental in bringing us to where we find ourselves today. In order to continue to move forward, we need to honour those ideas by looking at the changing demands of our society as they are today. Jesse understands that expanding upon those long held beliefs will mean doing things differently or 'innovating' in order to continue to grow the Downtown Barrie BIA.

Jesse is also the VP of snapd Barrie, a locally owned family business that currently employs 7 residents here in Barrie. Through their monthly publication and online presence, Jesse manages snapd Barrie's communication network that reaches more than 70k Barrie residents every month. If you're looking to engage the greater Barrie community, he's the one you want to talk to about driving attendance to your events through the snapd Barrie audience!

With his personal and professional involvement, Jesse is already at the heart of many conversations that are shaping the Downtown Barrie BIA and the City of Barrie. He sees a better way forward and advocates for the changes that will need to occur. The Downtown Barrie BIA is the heartbeat of this City, let's continue to make the changes this community wants to see together. Let's bring Barrie back downtown to a bustling economy and flourishing culture in 2020 and beyond.

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**ROBYN LATCHMAN**

**(Sponsor of Jim Mota-Dalianis, owner of HeadQuarters Salon Inc. located at 47 Dunlop St E)**



Robyn H. Latchman, CFP, CLU, EPC, has more than twenty-five years' experience providing her skills and governance on the following boards and committees:

- Simcoe County Children's Aid (Board member of Foundation)
- Youth Haven (Board Member)
- Barrie Community Foundation (Board Member)
- Planned Giving Council of Simcoe County (Board Member)
- Financial Advisors Association of Canada (ADVOCIS) (Membership Committee Member)
- Risk Management Committee at Chat Tanenbaum School (Committee Member)
- Canadian Association of Gift Planners (CAGP)
- Barrie Chamber of Commerce & Membership (Committee Member)
- Professional Advisory Committee, Jewish Federation of Toronto (Committee Member)
- Economic Development Advisory Committee Innisfil (EDAC) (Committee Member)
- Kayla's Children Centre (Committee Member)
- Seasons Centre for Grieving Children (Buddy)
- MacLaren Art Centre (Volunteer)

**Board skill inventory:**

- Board of Governance – Advanced
- Ethics & Evidence Based Decision Making – Advanced
- Quality & Performance Management – Advanced
- Public Relations & Communication/Marketing – Advanced
- Finance – Advanced
- Business Management – Advanced
- Government & Government Relations – Advanced
- Human Resource Management – Advanced
- Legal – Advanced
- Strategic Planning – Advanced
- Risk Management – Advanced
- Research – Advanced
- Cultural Diversity - Advanced
- First Nations – Good

**Robyn's notable designations:**

- Certified Financial Planner (CFP)
- Chartered Life Underwriter (CLU)
- Elder Planning Counselor (EPC)
- Graduate, Canadian Securities Course (CSC)
- Collaborative Team Practice Training (Financial Specialist for Marriage Breakdown)
- Registered Insurance Broker of Ontario (RIBO)

(Cont.)

She has written articles for several publications and is a sought-after speaker by the accounting and legal professions.

She works alongside actuaries, lawyers and accountants, small businesses and professional groups, and their families.

Robyn's specialty as one of the first certified Elder Planning Counselors in Canada (EPC) includes planning for our future care needs as we age, (2030 baby boomers will be over the age of 65) and planning care for our aging parents and families dealing with critical illness and disability. Elder Planning Counselors work with bereaved families, small businesses and professional practices as they deal with the many complex issues associated with administering estates and succession planning.

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**PAUL LYNCH**

**(Sponsor of ViaThree Inc., property owner of 39 Dunlop St E)**



For the past 6.5 years, my career has been focused on improving buildings in our BIA. Raising the bar with each re-development project to be better than the last.

I'm hyper-focused on downtown Barrie from attracting new companies to the area, to improving buildings and ongoing management. This daily onsite involvement keeps a finger on the pulse to stay in tune with the challenges and opportunities.

Other experience includes:

- 16 years of entrepreneurial experience
- Started with nothing, created 3 successful start-ups in 3 industries
- All 3 companies relied on innovation to create value

Our focus at Viaplex is on creating interesting spaces that attract great people. A similar approach and clarity could benefit the BIA- attract more customers.

BIA Merchants pay higher tax rates than any other business in the city (mill rate + BIA levy). In 2018 our levy resulted in a 12.82% increase on top of the property tax bill. In addition, unlike other commercial areas of the city we are faced with challenging social issues which can deter customers and increase operating costs.

Since our BIA is solely funded by this levy and an individual member cannot opt-out, we must deliver value. Resources should only go towards projects that make a measurable improvement to the member's businesses.

I'm re-running for the board to help rebuild and refocus the priorities and resources. Our BIA should be a thriving world-class waterfront neighbourhood.

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**SHANNON MACINTYRE**

(Property owner of 80 Maple Ave)



Received Sales License in 2007, became a Commercial Real Estate Broker in 2013. Currently licensed through Sutton Group Incentive Realty Inc., Brokerage. Shannon specializes in feasibility analysis and market intelligence along with tenant and client retention. However, Shannon's focus is on off market Industrial and Commercial sales. She also has expertise in Estate Planning as it pertains to different asset classes.

Shannon has maintained community roles such as Chair of Economic Advisory Committee for Innisfil (2012-2016) was the former President for The Greater Innisfil Chamber of Commerce (2012-2016) and continues to be a director of the board. In the past, Shannon worked as a Commercial and Residential Property Manager (2001 to 2006). This involved

every aspect of the development portfolio from renovations, new builds, demolition and building permits. She managed residential and commercial properties, worked closely with a local developer and municipal staff.

**Education:**

Completed CCIM (Certified Commercial Investment Member®) Designation 2011. CCIM is an internationally recognized designation. Successfully completed the comprehensive exam and required transaction volume prior to receiving the designation.

Shannon's CCIM training has provided skill sets for accurately measuring investment value and performance of a given property, understanding the time value of money, determining a regions economic advantage as well as knowing how to analyze and identify the benefits of leasing vs. buying.

Shannon has most recently received her SIOR (Society of Industrial and Office Realtors) designation in September 2018.

Shannon studied Environmental Engineering Technology at Georgian College in 1995.

**Memberships & Associations:**

CCIM (Certified Commercial and Investment Member), SIOR (Society of Industrial and Office Realtors), BCA (Barrie Construction Association). Simcoe County Home Builders Association (Board of Directors - Director), Barrie & District Association of Realtors.

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**CAIT PATRICK**

**(Owner of Homestead Artisan Bakery located at 80 Dunlop St E)**



My name is Cait Patrick and I am one of the owners and operators of Homestead Artisan Bakery in our amazing downtown. Over the past several years I have been a prominent member of the downtown community through my business; one that has driven both traffic and culture into the cities core. One of the key pillars of our bakery is to drive community and culture here in Barrie. I hope to bring the same drive and passion I have for our business to the board. As a downtown business owner I feel that I already have a solid understanding of our community; insights and ideas that I hope will drive overall growth for the downtown.

I believe that community can be driven through connection; my business has thrived with this foundation of thinking. By utilizing the opportunities and resources that make this city

unique we have been able to support and contribute to our growing community. I am a leader with a passion for driving tangible results.

Prior to opening the bakery and having my first child I worked in the marketing industry with fortune 500 brands developing strategic marketing plans and collecting and executing consumer insight. With over 10 years of experience in this industry; I understand well how to execute and develop strategy with creative ideas that are based on solid foundations of consumer insight. My experience in the marketing industry paired with my knowledge and understanding of the people who currently drive community and culture in the downtown core give me a unique position.

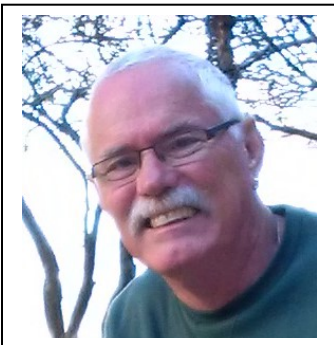
I believe that I represent a market of consumers that the BIA would greatly benefit from, as a Mom of three I want to see our vibrant community attract more young families into the downtown. I want to see all of the downtown business thrive.

I am very excited and grateful for the opportunity to be considered as a member and will work hard to drive growth and prosperity into our Downtown Community.

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**MARK ROGOWSKI**

**(Sponsored by John McNabb, owner of John McNabb Clothiers located at 15 Dunlop St W)**



I am a C.E.T. (Registered Civil Engineering Technician), Owner and President of MER-Tech Inc. (located in downtown Barrie) since 2003, offering civil engineering and residential land development services to individual homeowners, builders, and developers. In addition, I own, manage, and live in an 8-plex apartment building on Toronto Street. I am a current member of the Ontario Association of Civil Engineering Technologists and Technicians (1980 – present). Previous affiliations include: board member of Big Brothers, City of Toronto (Big Brother of the Year – 1989); Barrie Chamber of Commerce (2007-2010), and Barrie YMCA Fundraising Committee. I am married, with two adult sons, and enjoy spending time renovating and relaxing at my cottage in Muskoka, and building rustic, live-edge furniture. (Cont.)

### **What I Bring to the Table**

My home and my business are located in Barrie's downtown, so I have a keen interest and vision for building and maintaining a dynamic, thriving waterfront and downtown neighbourhood. I am a skilled and experienced negotiator, mediator, and problem-solver, and use these skills daily in my work with both private and public sectors.

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### **MORGAN SHERIDAN**

**(Property owner of 31 Clapperton St)**



As a kid, growing up in Barrie, I can remember riding our bikes downtown to go see a show at the Stinson Theatre (only on cheap Tuesdays, of course), or lining up at Sam the Record Man to get the first copy of the New Kids on the Block album. Being born and raised in Barrie, some of my greatest memories take place right here, in downtown Barrie. I've been in business for 13 years here in Barrie, and several years ago we relocated our business downtown, to Clapperton Street. This was an exciting move for us, and I'm thrilled to feel the energy and hustle of bustle of downtown Barrie again.

#### **Background**

I met my wonderful partner Chris in 2007, and he and I were married in 2012. Since then, our family has grown, and we were thrilled (and entirely overwhelmed!), to welcome our twin girls Grace and Olivia who we had through a surrogate in 2018. Chris is a happy stay at home Dad, and does a wonderful job putting up with me, and looking after our two little miracles.

In 2018, I founded Professionals in Practice, which is Barrie's first LGBTQ Professional and Small Business Association. We've been touched with how supportive and open all of the downtown businesses have been to our organization, having hosted many meetings, lunches, dinners and functions downtown. I also sit on the Board of Directors as Treasurer for the John Howard Society of Simcoe Muskoka, and volunteer with many committees within the Gilbert Centre and United Way Simcoe Muskoka.

### **Why am I Running in the BIA By-Election?**

I want to see families living and working in our downtown. I want to be able to walk downtown with my family and see other young families like us enjoying the beauty and uniqueness that we have to offer. Downtown Barrie is incredibly beautiful, with its architecture and streetscapes; combined with diverse retailers, we have the ability to offer a downtown experience that's unrivaled. We have a lot of work to do, but I believe that a BIA focused on growing the arts and events community, combined with encouraging businesses just like mine to come back downtown will make our downtown a place where people want to live and enjoy again.

We are at the beginning of a Golden Age for our downtown core, and I'm excited to be a part of it!

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**JUDITH TENENBAUM**

**(Sponsored by Harvey Tenenbaum, owner of Harten Investments Ltd, property owner of 1 Dunlop St E)**



My name is Judith Tenenbaum and I am standing for election to the board of management of the downtown Barrie Business Improvement area. My interest in the area is our family real estate Corporation, Harten investments Limited, which owns 1 Dunlop St E., which includes a Tim Hortons coffee shop., and more important my personal attachment to Barrie, and its untapped potential. After graduating from the University of Toronto in arts I have worked as a manager in our family holding company, 1066470 Ontario Inc., in Toronto. In addition to administration in our real estate holdings, I've been a director of our medical diagnostic laboratories which does DNA and drug testing serving the medical, legal, and private sectors. Barrie, which has been described as the hub of Central Ontario, is poised to potentially convert that hypothesis into a reality and I believe I can assist in that

transition.

I currently live in King city but as a former long time resident of Vaughan I served on many committees that faced the same challenges that Barrie needs to address. Working with every level of government, we achieved much, and I learned a great deal about the political and financial aspects of advancing civic aspirations. In the last municipal election I was a candidate for Chairman of the York Region Board, but that electoral process was converted to an appointment by the Provincial government.

I feel Barrie has great relative potential. In fact Barrie has already made a great deal of progress in areas that took Vaughan considerable time and effort. Further, Barrie has considerable advantages in its location, the foundation already laid, a political will to move ahead, and the adventurous mystique Barrie already enjoys.

The existing website is excellent with much appeal, but we need a program to draw people to it, and on to Barrie. We need them to get them excited about what Barrie has to offer, and there is much.

A blend of artistic, musical, cultural and other events will work well because of our proximity to major population centers and draw even those from a considerable distance. I have organized many of these, while working with budgetary realism.

A vibrant economy will lead to investment, revitalization, and the development of Barrie as a significant commercial center that offers the best of both worlds.

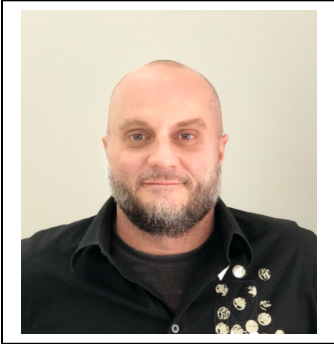
The task is not easy, it requires a broad commitment and particularly from political and support staff who must be receptive to innovative approaches and strategies to be developed, and harder yet implemented.

In summary, the groundwork has been laid and much has already been accomplished. What is needed is a strategic plan with a timetable. Like most projects of this type, the devil is in the details, and implementation on a timetable separates aspirations from reality.

But it is achievable, and, if elected, I am prepared to work co-operatively toward that goal.

**JIM TRIMBLE**

**(Sponsor of Adam Le Boeuf, owner of Bill Le Boeuf Jewellers located at 52 Dunlop St W)**



My name is Jim Trimble. I have worked in downtown Barrie for the last 10 years and have owned by business (Mantiques) for the last 3 years. During my years downtown I have seen it all. From the good to the bad. I feel that downtown Barrie has lots to offer and even more potential. Recently, I have had major issues with my business connected directly to the drug and crime issues associated to the downtown core. I am closing my business as a result of these issues.

I feel that running for the BIA Board I will be able to affect the positive changes that downtown Barrie needs. I also feel that my own personal and business experiences in the last decade will help add much needed insight to the BIA. Thank you for your consideration.

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**DENISE TUCKER**

**(Owner of Barrie Olive Oil Co. Inc. located at 45 Dunlop St E)**



I am the Owner/Operator of The Olive Oil Co. with three permanent locations in Barrie and Newmarket. I have always considered our downtown and our waterfront as the premier tourist and shopping destination in this area and it was naturally the first location I considered when opening my business in 2015. As a result I spend most of my time downtown. My company is completely locally operated, supportive of local charities and has won many business awards including New Business of the Year, Small Business of the Year, Tourism Partner of the Year and a number of Favourite Awards. I have an Honours English degree from the University of Waterloo and am a lifelong learner, having spent the majority of my corporate career in the media business locally and internationally. I bring entrepreneurial strength particularly in the areas of event management, marketing and

advertising as well as training and employee development. I love all things downtown, having moved to this area in 2005, and feel that I can bring a wealth of ideas, passion and a hands-on ethic that will encourage both a collaborative spirit and attract increased traffic to our downtown. I am most interested in focusing on an improved business environment for our entire membership and on the economic health of our waterfront community – from restaurants to retail to professional

services, residents, students and visitors, as well as the creative and recreational spirit that attracts innovation and culture to the core. We need more retail, more visibility and the additional infrastructure required to support a vibrant livable, workable and shoppable downtown that the residents of this city can be proud of and flock to and also a place that will be financially attractive to outside investors.

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