

**DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT MINUTES - QUORUM
TUESDAY NOVEMBER 26TH, 2019 – 5:00 PM to 7:00 PM
SANDBOX CENTRE, 24 MAPLE AVE**

Board Attendance: Councillor Sergio Morales (Interim Chair), Ms. Michelle Huggins (Secretary/Treasurer), Mr. Chad Ballantyne, Mr. Randy Aylwin and Ms. Teresa Woolard.

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

Guest Attendance: Ms. Tessa Williams and Mr. Brent Forsyth (both City of Barrie, Business Services Analyst, Transit & Parking Strategy), Mr. Wayne Hay, Ms. Denise Tucker, and Ms. Janet Kemp

CALLED TO ORDER:

- Interim Chair Councillor Sergio Morales called the Special Meeting of the Downtown Barrie Board of Management (the Board) on November 26th 2019 to order at 5:00pm.

PRESENTATIONS:

- **CITY OF BARRIE – TRAFFIC & PARKING (MS. TESSA WILLIAMS & MR. BRENT FORSYTH)**
 - **Streetscape Parking Presentation – Phases 1B & 2**
 - [Please see '11-26_2019 BIA Appendix #1 - Phase 1B-2 Parking Incentives BIA Board Meeting' \(9 pages' for presentation details.](#)
 - **Background:**
 - Feedback included that location, convenience and clarity need to be improved
 - Option to add a Maple Ave lot for Phase 2 (in addition to Chase McEachern lot)
 - Max capacity was 64% at Collier St Parkade (average uptake was 35%)
 - 3 counts a week for the entire duration of Phase 1A
 - **Discussion/Feedback:**
 - It was noted that the location, convenience and clarity need to be improved
 - The Board suggested the option of adding the Maple Avenue lot during Phase 2 (in addition to Chase McEachern lot)
 - Interim Chair Councillor Sergio Morales asked if we could also keep the Parkade as an option.
 - Ms. Denise Tucker inquired about providing an incentive to allow those with passes who park at Chase McEachern to park at a level in the Parkade.
 - **Action:**
 - Ms. Williams and Mr. Forsyth will bring BIA Board feedback back to their team for consideration.
 - They will also follow up on the timing of their next City Building Committee meeting which is believed to be scheduled for December 10th.

APPROVAL OF THE AGENDA & MINUTES:

- Motion to approve the Agenda made by **Mr. Chad Ballantyne** and seconded by **Ms. Michelle Huggins**.

Vote: All in Favour **APPROVED**
- Motion to approve the **2019 September Board of Management Meeting Minutes** and the **2019 November 6th Special Board of Management Meeting** made by **Mr. Chad Ballantyne** and seconded by **Mr. Randy Alywin**.

Vote: All in Favour **APPROVED**

COUNCIL & PARTNER UPDATES:

- **COUNCILLOR REPORTS** - Interim Chair Councillor Sergio Morales –
 - [Please refer to 'Chair Report' for details.](#)
- **PARTNER REPORTS** - N/A

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ITEMS FOR DISCUSSION AND VOTING:

● **STREETSCAPE:**

○ **Update:**

- A 'Lessons Learned' meeting is scheduled at Barrie City Hall on December 4th from 8:30am until 12pm.
- Downtown Barrie (BIA) Staff will be in attendance to gather information and give feedback.

○ **Discussion:**

- The Board inquired as to the timeframe of work still needing completion in Phase 1A.
- Questions asked included...
 - Will street be closed?
 - Is there a date that Phase 1B has to be complete?
 - Does Phase 2 have a hard stop date?
- They also noted the need for consistent directional signage to communicate the parking/traveling messaging.

○ **Action:**

- Downtown Barrie (BIA) Staff will bring these questions up at the meeting and will loop back to the Board with details.

● **GOVERNANCE CONSULTANT DRAFT REQUEST FOR PROPOSAL (RFP):**

○ **Background:**

- [Please see '11-26_2019 BIA Appendix #2 -- 'GOVERNANCE CONSULTANT RFP' \(6 pages\)' for details.](#)

○ **Update:**

- Managing Director Craig Stevens noted that he has received two (2) proposals from the five (5) companies he reached out to. He quickly reviewed the submitted RFPs with the Board and he also noted that the Downtown Barrie Office can ask that OBIAA can post this RFP on our behalf.

○ **Discussion:**

- The Board discussed the deadline of December 13th, 2019.

○ **Action:**

- Interim Chair/Councillor Sergio Morales requested that that Downtown Barrie (BIA) staff post the RFP on downtownbarrie.ca website and share with the media.

● **EVENT REVIEW 2020:**

○ **Update:**

- Managing Director Craig Stevens provided a breakdown of the current event portfolio (festivals vs. community connects, for example)
- He also noted that Downtown Barrie (BIA) is once again proposing partnering with the City of Barrie's Winterfest in February and will be hosting the Hot Cocoa Trail every weekend in conjunction with other activities. The 2020 Winterfest theme is 'Books Alive'.

○ **Discussion:**

- The Board suggested the following ideas include:
 - Ms. Teresa Woolard suggested 'Midnight Madness' for the end of the construction event - stores open until midnight.
 - Ms. Michelle Huggins suggested 'Night Market' - music art retail.
 - Red Carpet Trail - Retail "October Tasting Trail" idea (fashion show, live models in the windows, live music, etc.).
- The Board requests that for the Hot Cocoa Trail and October Tasting Trail, participants be offered the opportunity to pre-sell passports, in order to help get a sense of what to expect on the first day of the event.

○ **Action:**

- Downtown Barrie Staff will investigate the creation of an event calendar that the public can subscribe to.

'ITEMS FOR DISCUSSION AND VOTING – BY-ELECTION UPDATE' on next page...

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ITEMS FOR DISCUSSION AND VOTING *continued:*

- **BUDGET REVIEW 2020:**
 - **Discussion:**
 - The Board briefly discussed adjusting funds by 5% from the 2020 event portfolio and relocating them to Beautification. It was also noted the Board would like to add funds to marketing the new downtown (i.e. Streetscape) through television and perhaps digital advertising.

- **BY-ELECTION UPDATE**
 - **Background:**
 - The Board of Management is holding a by-election to fill six (6) vacancies for the remainder of a four-year term, ending December 31, 2022.
 - **Update:**
 - Nomination Deadline: Friday, December 13, 2019 at 4:30pm
 - By-Election Package: Delivered to Canada Post on Friday, December 20, 2019 for distribution
 - By-Election Period: Monday, January 20 at 8:30am EST up to and including Friday, January 24, 2020 at 4:30pm EST
 - The Downtown Barrie (BIA) Office is putting together an elections committee and will reach out to Tourism Barrie and Barrie Police for representation. Unfortunately, due to the Ward three by-election a representative from the City of Barrie's Clerk Department will be absent from the Committee. The Clerk's Office will provide a sealed ballot box for the election.
 - **Discussion:**
 - Interim Chair Morales inquired about future procedure if another Board member resigns within the first six (6) months? Can the candidate with the next the greatest number of votes be brought in?
 - Managing Director Craig Stevens suggested having the new Board make a decision.
 - **Action:**
 - Downtown Barrie Staff will consult and verify with OBIAA along with the City of Barrie's Clerk Office, and the Municipal Act in regards to procedure in the event of a future resignation.
 - Downtown Barrie will also share some social posts on the by-election.

CHAIR'S REPORT – Interim Chair/ Councillor Sergio Morales:

- Interim Chair/Councillor Sergio Morales suggested that the new Chair reach out to each member of council to work on bridge-building.
- Councillor Morales suggested that staff develop a Communication strategy for increased taxes for Downtown commercial property owners.

MANAGING DIRECTOR'S REPORT – Craig Stevens

- **Managing Director Resignation –**
 - **Background:**
 - [Please see '11-26_2019 BIA Appendix #3 - Craig Stevens Resignation' \(1 page\)' for details.](#)
 - **Update:**
 - Resignation effective December 13th, 2019.

TREASURER'S REPORT – Ms. Michelle Huggins

- **Reporting Month:** Not Applicable

ADDITION OF OTHER BUSINESS:

- **Discussion:**
 - The Board briefly discussed adding the following topics to a future meeting agenda:
 - Streetscape - Garbage Bin Placement
 - Marketing of Downtown Barrie (BIA) beyond the Barrie catchment area

Adjournment:

Motion to adjourn made by *Mr. Chad Ballantyne* and seconded by *Ms. Michelle Huggins* at 7:03pm.

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Vote: All in Favour

APPROVED

Next Meeting: Tuesday January 28th, 2020, 5pm, Sandbox Centre, Downtown Barrie