

**DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)**  
**BOARD OF MANAGEMENT MINUTES - QUORUM**  
**WEDNESDAY DECEMBER 4TH, 2019 – 2:30PM TO 4:30PM**  
**SANDBOX CENTRE, 24 MAPLE AVE**

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

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

**Guest Attendance:** Ms. Victoria Butler

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**CALLED TO ORDER:**

- Interim Chair Sergio Morales called the Special Meeting of the Downtown Barrie Board of Management (the Board) on Wednesday December 4th to order at 2:34pm.

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**REVIEW AND APPROVAL OF MINUTES - N/A**

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**DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)**

**ITEMS FOR DISCUSSION & VOTING:**

**DECEMBER EVENTS UPDATE – Ms. Kristen Eatch & Ms. Stacey Zubczyk**

- **Noella Tree Lot & Market:**
  - **Update:**
    - The Tree Lot & Market continues to take place from 11am to 3pm for two (2) more Saturdays in Meridian Place (December 7<sup>th</sup> and December 14<sup>th</sup>).
    - Last weekend, Ms. Eatch operated the Tree Lot and is pleased to announce that they sold out of trees. Another shipment is expected for this weekend. Tree and Wreath proceeds are going to Hospice Simcoe.
    - Four (4) market vendors will be set-up this next weekend. Santa Claus will visit from 12 noon to 2pm, and musical performances will take place from 1pm to 3pm. City Staff have also been operating the firepits in Meridian Place on the Weekends.
  - **Discussion:**
    - The Board inquired about audio speakers in Meridian Place. It was noted that speakers were a part of the capital wish list for Meridian Place.
- **Meridian Working Group:**
  - **Update:**
    - Ms. Zubczyk attended the Meridian Working Group meeting, earlier in the day, which served as an opportunity to meet some of the City of Barrie heads of department managing the new restructured Creative Economy.
    - The Working Group discussed Meridian Place programming including Winterfest, but nothing too specific.
    - The Working Group will meet in the New Year to discuss the Capital Wishlist for Meridian Place and the status of what has been requested in the 2020 budget.
  - **Discussion:**
    - Ms. Teresa Woolard inquired about who is leading the Working Group, now that Ms. Karen Dubeau is no longer a part of the Creative Economy Department.
    - This initial meeting was informal in nature and was really meant to make introductions. It was facilitated by Ms. Lauren Andrews on behalf of Ms. Lindsay Robbins, who have both chaired Working Group meetings in the past, when Ms. Dubeau could not attend.
- **Dunlop Streetscape:**
  - **Update:**
    - Downtown Barrie Staff attended a Phase 1A Dunlop Streetscape Lessons Learning Meeting earlier in the day. The meeting had over 25 people from various City Departments and groups attached

*'Dunlop Streetscape: Update' continued on next page...*

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- **Dunlop Streetscape** (*continued...*):
  - to the construction project (i.e. engineers with Tatham, Arnott Construction Crew, etc.). in attendance. It was a great opportunity to gather feedback and discuss what was learned from the first phase in order to approve processes moving forward.
  - **Discussion:**
    - Managing Director Craig Stevens noted that concern has been raised about the type of melting agents being used on the new streetscape. Salt is not good because of the colored concrete
    - The Board discussed having Downtown Barrie staff reach out to businesses along Dunlop Street to provide notice for businesses with the City's details on the salting issue. It was noted that notice has already been provided a couple of times and that there are already scheduled seminars on the proper melting agents uses scheduled.
- **Georgian Mall Pop-up:**
  - **Update:**
    - Five shops initiated the collaboration and are participating in the pop-up at the Georgian Mall this holiday season. They include Our House, Janet Kemp Ladies Fashion, ZuZu Fashion Boutique, Everleigh Garden and Barrie Olive Oil Co.
    - It was noted that they have been referring people to their downtown shops, especially when they do not have stock at the Georgian mall and are also positioning their merchandise in that manner.
    - The Downtown Barrie Staff is assisting with some social media.
  - **Discussion:**
    - Ms. Huggins noted that when a pop-up opportunity with Georgian Mall comes around, let's offer a downtown gift package (gift cards from all businesses)
- **By-Election:**
  - **Background:**
    - [Please see '11\\_06\\_2019 Board Appendix - By-Election Process & Timelines \(2 page\)' for details.](#)
  - **Discussion:**
    - Downtown Barrie Staff noted that the By-Election process is on schedule.
    - No applications have been received as of yet, but the office expects to start receiving them in the near future.
    - The Board directed staff to advise any applicants if their applications have obvious missing information and are submitted with a reasonable timeframe of re-submitting with the missing information.

**City of Barrie Budget:**

- **50% Garbage Crew Cost Split-**
  - **Background:**
    - The City of Barrie is looking to the Downtown Barrie (BIA) to split 50% of the salaries related to the permanent addition of a casual labourer and driver for the Downtown garbage crew in 2021. Currently, there are two (2) positions that being provided services to the BIA, one for sidewalk sweeping and the other for pressure washing sidewalks and alleys. As part of the City budget discussions, an amendment was brought forward to Council that the City only continue providing those services if the BIA contributes to half of the salaries of those seasonal employees.

**'50% Garbage Crew Cost Split'** *continued on next page...*

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○ **Discussion:**

- Managing Director Craig Stevens noted that within the BIA realm it is reasonable for a BIA to pay for a service that is over and above a level already provided by the City.
- The Board inquired about the difference between the approved four (4) Garbage Crew pilot project approved by the City in 2020.
- Mr. Aylwin noted concern with this type of continued ask from the City of Barrie. The Board also noted that the BIA has already committed to costs for Meridian Place & Memorial Square, along with the Dunlop Streetscape Project. With this added, the BIA might have to meld all costs together as a single long-term payment to the City which would have a direct effect on our budget. (Note: The BIA would have to look at the *relative* contribution - i.e. \$10k for us is a large commitment for the BIA, while \$10k to the City is not.)
- The Board discussed the possibility of negotiating the cleaning of alleyways and the possibility of creating a 'memo of understanding' for beautification and cleanliness of the Downtown.

○ **Motion:**

- 12\_04\_2019 BIA Motion # 1:

*The Downtown Barrie (BIA) Board of Management move a motion that Craig Stevens and Secretary Treasurer Michelle Huggins write a Memorandum of Intent to Barrie City Council and Staff on behalf of the Downtown Barrie Business Association (BIA) and the Board agreeing in principle to contribute to the permanent addition of the positions (to be clarified) for Downtown on page 323 of the 2021 Business Plan.*

*Motion moved by: Ms. Michelle Huggins*

*Seconded by: Mr. Mr. Chad Ballantyne*

**Vote:** All in Favour

**APPROVED**

• **Level 3 Electric Vehicle Charging Station:**

○ **Background:**

- Interim Chair Morales noted the Universal Level 3 station is a fast charge station (not just for Tesla vehicles and that charges in approx. 30 - 45 minutes) with people traveling out of their way in order to access them. He noted the grant opportunities, partnership opportunities, along with sponsorship opportunities for cost-offsetting (i.e. "Brought to you by PIE Pizza" could be a complete wrap for \$1000/year as an example). He also noted the approximate cost would be \$60,000-80,000 for install and item (Level 2 stations are only \$6,000 each)

• **Discussion:**

- The Board discussed the opportunity of having a Level 3 Electric Vehicle charging station in the Downtown Barrie as an Economic development tool with their marketability as a stop-destination.
- It was noted that the BIA contributes \$2,000 per year for the current Level 2 charging stations; are currently in year two of this funding commitment.

**'Level 3 Electric Vehicle Charging Station'** motion on next page...

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- **Level 3 Electric Vehicle Charging Station** *continued...*

- **Motion:**

- 12\_04\_2019 BIA Motion # 2:

*The Downtown Barrie (BIA) Board of Management move a motion that BIA staff investigate the feasibility of installing a Level 3 fast-charge station within the Downtown Business Improvement Area, including locations (private or city land), as well as grant and sponsorship opportunities;*

*And that BIA staff Kristen Eatch and Stacey Zubczyk reach out to Rick Pews, Brent Forsyth, and Rebecca James-Reid at the City of Barrie with this concept and explore the option of contributing to the purchase and installation cost, and report back for the February 2020 Board meeting.*

*Motion moved by: Ms. Michelle Huggins*

*Seconded by: Mr. Randy Aylwin*

**Vote:** All in Favour

**APPROVED**

- **Personnel (in-camera) –**

- Minutes recorded by Secretary Treasurer Michelle Huggins.

- **Staff Gapping & Compensation:**

- **Motion:**

- 12\_04\_2019 BIA Motion # 3:

The Downtown Barrie (BIA) Board of Management moved a motion that Ms. Stacey Zubczyk and Ms. Kristen Eatch assume the duties, responsibilities, delegation, and signing authority of the Downtown BIA Managing Director position effective December 14<sup>th</sup> 2019, until a time that a new Managing Director is hired, in addition to their existing duties and responsibilities.

That to reflect the added duties and responsibilities, that the following changes be approved for Kristen Eatch and Stacey Zubczyk for the time period that they maintain the added duties and responsibilities of the Downtown BIA Managing Director:

- a) Increase Stacey Zubczyk's gross salary by \$410.45 bi-weekly
- b) Increase Kristen Eatch's gross salary by \$410.45 bi-weekly
- c) That Kristen Eatch and Stacey Zubczyk's benefits during this period remain the same
- d) That any vacation or sick days Stacey Zubczyk and Kristen Eatch take during this time be paid out at their existing rate, and not the increased rate in sections 1a & 1b of motion [12-03-2019-03](#)

Additionally, that upon his resignation as Managing Director of the Downtown BIA on December 13<sup>th</sup> 2019, an offer be made to Craig Stevens to contract him on retainer as a consultant to advise the Downtown BIA staff & Board until a new Managing Director is hired, and that he be paid \$50 an hour as needed, until a new Managing Director is hired or until February 28<sup>th</sup> 2020 (at which time the contract can be reviewed), whichever occurs first.

*Motion moved by: Mr. Randy Aylwin*

*Seconded by: Mr. Mr. Chad Ballantyne*

**Vote:** All in Favour

**APPROVED**

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- **Managing Director Recruitment & Hiring**

- **Motion:**

- 12\_04\_2019 BIA Motion # 4:

*The Downtown Barrie (BIA) Board of Management move a motion that in addition to Section 8, #3 c) of the Barrie Downtown BIA Constitution, that the current members of the Board of Directors act as a Hiring Panel and assist Chair Sergio Morales in the hiring of the Downtown BIA Managing Director, including sitting in on every interview and the decision-making meeting.*

- *That a 3rd party HR consultant be retained and hired for the purpose of posting the position of Managing Director, collecting applications, and providing advice to the Board and board Chair during the hiring process, including but not limited to what the compensation package should be for the Managing Director, and that authority be delegated to the Chair to hire the HR consultant after bringing back viable options to the Board via email communication.*
      - *Notwithstanding the terms of the current constitution, the procedures of the hiring panel shall require all members to be present for the purposes of quorum for the decision-making meeting.*

*Motion moved by: Ms. Teresa Woolard*

*Seconded by: Ms. Michelle Huggins*

**Vote:** All in Favour

**APPROVED**

- **Other Business:**

- **January Board Meeting Dates:**

- **Discussion:**

- The Board discussed rescheduling of the 2020 January Board of Management Meeting; as well as a few dates for a hiring committee meeting.
      - Interim Chair Sergio Morales will email out some suggested dates for the hiring committee to meet.

- **Motion:**

- 12\_04\_2019 BIA Motion # 5:

*The Downtown Barrie (BIA) Board of Management moves a motion to reschedule the January Board of Management Meeting from Tuesday January 28th to Tuesday January 21st at the Sandbox Centre, if available, from 3 pm to 5pm.*

*Motion moved by: Mr. Randy Aylwin*

*Seconded by: Ms. Michelle Huggins*

**Vote:** All in Favour

**APPROVED**

**Adjournment:**

Motion to adjourn made by Ms. Teresa Woolard and seconded by Ms. Michelle Huggins at 5:08 pm.

**Vote:** All in Favour

**APPROVED**

**Next Meeting: Tuesday January 21st, 3pm to 5pm, Sandbox Centre, Downtown Barrie**