

**DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT MINUTES - QUORUM
THURSDAY DECEMBER 19TH, 2019 – 1:30PM 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:** Ms. Stacey Zubczyk and Ms. Kristen Eatch

CALLED TO ORDER:

- The Special Meeting of the Downtown Barrie Board of Management (the Board) on Thursday December 19th was called to order at 1:50 pm.
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APPROVAL OF THE AGENDA & MINUTES:

- Motion to approve the Agenda made by **Ms. Teresa Woolard** and seconded by **Mr. Randy Aylwin**.

Vote: All in Favour **APPROVED**

 - Motion to approve the Minutes from the **2019 December 4th Special Board of Management (the Board) Meeting** made by **Mr. Chad Ballantyne** and seconded by **Ms. Michelle Huggins**.

Vote: All in Favour **APPROVED**
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COUNCIL & PARTNER UPDATES – N/A

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)

ITEMS FOR DISCUSSION & VOTING:

- **Treasurer’s Report – January through November: Ms. Michelle Huggins**
 - **Update:**
 - *Please see ‘12-19-2019 BIA BD SP APPENDIX - TREASURER_S_REPORT_JAN_NOV_2019.PDF (3 Pages)’*
 - *Ms. Huggins noted made note that to date there were still some ‘Unreconciled Pcard’ transactions that still needed to be updated along with some GL/Cost Center coding that was done incorrectly.*
 - *Ms. Huggins noted she is working with the City of Barrie to fix any improper coding issues and Ms. Stacey Zubczyk noted that all ‘Unreconciled Pcard’ transactions will be coded by year end.*
 - **Discussion:**
 - *The Board briefly discussed the cost of ‘Telephone Services’.*
 - *It was noted that the 2019 Canada - Promenade Days budget was over by \$26,000 partially due to the inability to receive a sponsor for the Martel’s Concert.*
 - *The Board inquired to why the amount originally budgeted in 2019 for both Canada - Promenade Days along with the Craft Beer & BBQ Festival is so low. (\$1,000 for Canada Day – Promenade Days and \$0 for Craft Beer & BBQ).*
 - *The Board also inquired about where does the Downtown Barrie (BIA) get money from to cover the its overspends?*
 - **Action:**
 - *Downtown Barrie (BIA) Staff will investigate the reasoning behind the 2019 Canada - Promenade Days and Craft Beer & BBQ Festival budget amount along with where the money to cover overspends is taken from and report back.*

‘ITEMS FOR DISCUSSION & VOTING’ continued on next page...

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ITEMS FOR DISCUSSION & VOTING *continued:*

- **Budget: Ms. Michelle Huggins**

- **Background:**

- [Please see '12-19_2019 BIA BD SP APPENDIX –BUDGET WORKSHEETS \(24 PAGES\)' along with '12-19_2019 BIA BD SP APPENDIX – CRAIG'S SUGGESTIONS \(3 PAGES\)'](#)

- **Discussion:**

- The Board discussed a desire to see more money allocated to the 'Beautification & Cleanliness' in the 2020 BIA budget.
- Ms. Huggins reviewed with the Board the budget changes that Outgoing Managing Director Craig Stevens has suggested.

- **Motions:**

- **12_19_2019 BIA Motion #1:**

The Downtown Barrie Business Association (BIA) Board of Management moves a motion to cancel the current billboard and allocate the funds to the 'Beautification & Cleanliness' budget.

Motion moved by: Ms. Teresa Woolard

Seconded by: Ms. Michelle Huggins

Vote: All in Favour Approved

- **12_19_2019 BIA Motion #2:**

The Downtown Barrie Business Association (BIA) Board of Management moves a motion to cancel the Rock 95 Patio Prowl Radio Campaign and the Kool FM Lunch Box Radio Campaign, along with the SNAPD Barrie Patio Prowl/Lunch Box Print Campaign and advises Downtown Barrie (BIA) Staff to investigate the cost of other advertising options.

Motion moved by: Interim Chair Sergio Morales

Seconded by: Ms. Teresa Woolard

Vote: All in Favour Approved

- **12_19_2019 BIA Motion #3:**

The Downtown Barrie Business Association (BIA) Board of Management moves a motion to have Downtown Barrie (BIA) Staff seek out Creative Content, Website and Social Media proposals from agencies local to the City of Barrie.

Motion moved by: Mr. Randy Aylwin

Seconded by: Ms. Teresa Woolard

Vote: All in Favour Approved

- **12_19_2019 BIA Motion #4:**

The Downtown Barrie Business Association (BIA) Board of Management moves a motion to have Downtown Barrie (BIA) Staff get clarification from former Managing Director Craig Stevens in regards to what is being paid to Glenn Coulson and any current agreement with the Downtown Barrie (BIA).

Motion moved by: Ms. Teresa Woolard

Seconded by: Mr. Chad Ballantyne

Vote: All in Favour Approved

'ITEMS FOR DISCUSSION & VOTING' continued on next page...

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ITEMS FOR DISCUSSION & VOTING *continued:*

➤ **12_19_2019 BIA Motion #4** continued:

Amendment:

That *Downtown Barrie (BIA) Staff seek out clarification from Glenn Coulson, rather than former Managing Director Craig Stevens.*

Amendment moved by: Mr. Chad Ballantyne

Seconded by: Mr. Randy Aylwin

Vote: All in Favour Approved

○ **Action:**

- The Downtown Barrie (BIA) Staff will investigate procurement policies of other BIAs and prepare a draft policy to be circulated and reviewed by the Board.
- **Secretary/Treasurer Michelle Huggins and Downtown Barrie (BIA) Staff will work together to prepare a revised draft 2020 budget.**
- Downtown Barrie (BIA) Staff will contact members of the Board with a suggested date to meet to continue to discuss.

● **HR Proposal – Interim Chair Sergio (In Camera):**

● **Governance –**

○ **Update:**

- Downtown Barrie (BIA) Staff noted that former Managing Director Craig Stevens issued a request for proposal from five individuals/organizations who could potentially provide support for the governance review with a deadline to submit proposals by Friday, December 13th, 2019.
- This was the response:
 1. Debi Wilcox, Meeting Solutions (Declined)
 2. Lynn Strachan & William Moore, Solutions Ink (Proposal provided)
 3. Chris Gariepy, Chris Gariepy Business Advisors (Proposal provided)
 4. Jennifer Van Gennip (Declined)
 5. Glen Davies (no response)

○ **Action:**

- Direction was given to Downtown Barrie (BIA) Staff to issue the RFP to Downtown Barrie (BIA) members early on in 2020 as well as to schedule some social media posts about it.

● **Operations/Events - Staff Update:**

● **2020 Promenade Days --**

- **Background:** In 2020 with Canada Day falling on a Wednesday, and with Dunlop Streetscape construction occurring during the bulk of the summer months, Downtown Barrie (BIA) Staff have suggested a scaled back version of Promenade Days and supplementing with Lawnchair Luminata Events.
 - The City of Barrie will operate their traditional programming in Heritage Park on Canada Day.
 - A Lawnchair Luminata: Outdoor Film is suggested on Thursday July 2nd
 - A Lawnchair Luminata: Live Concert is suggested on Friday July 3rd.

'Operations/Events – Staff Update' continued on next page...

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- **Operations/Events - Staff Update** *continued*:
 - **2020 Promenade Days** *continued*:
 - Promenade Days is suggested to take place on Saturday July 4th and Sunday July 2nd in Meridian Place and along Dunlop Street East.
 - The midway is also suggested to take place for all five (5) days.
 - **Discussion**:
 - The Board discussed encouraging the businesses to host a ‘Midnight Madness Sale’ on the Friday night prior to Promenade Days as well as the possibility of hosting a ‘Full Moon Party’ on the Friday evening.
- **Holly Days** --
 - Downtown Barrie (BIA) Staff presented the Board with a bucket of the completed ballots collected as part of the 2019 Holly Days Prize Package. It is estimated that over 1,000 submitted their details which will be entered into a database for future contact.

Other Business:

- **By-Election**–
 - **Update**:
 - Nomination deadline for candidates passed last Friday December 13th at 4:30pm. Eighteen (18) people submitted their names.
 - Election Packages with profiles and voting certificates and ballots will be distributed to Canada Post by 4:30pm on Friday December 20th, 2019 for mail out.
 - Downtown Barrie will also post the candidates name and profiles along with other by-election voting information on our website and through social media after 4:30pm on Friday December 20th.
- **Partner Inquiry** –
 - **Inquiry**:
 - Mr. Aylwin inquired about a representative from Tourism Barrie attending future Board Meetings. He also inquired if it was possible to extend an invite to Tourism Simcoe.
- **Troubadour/BFF/ TB/ BIA Partnership Proposal** –
 - **Update**:
 - Troubadour representative Alex McIntosh approached the Downtown Barrie (BIA) about presenting to Barrie City Council a proposal to utilize the funds gained from the Municipal Accommodation Tax. The proposal would address that the funds be provided to the Downtown Barrie (BIA), Tourism Barrie, Barrie Film Festival and the Troubadour crew and be put toward “upping the ante” of a current event within the downtown that will drive tourism.

‘Other Business’ continued on next page...

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Other Business *continued:*

- **Purchase Card Delegated Authority & Approved Amounts –**

- **Motion:**

- **12-19-2019 BIA Motion #5:**

The Downtown Barrie Business Association (BIA) Board of Management moves a motion to accept that Kristen Eatch and Stacey Zubczyk be issued a purchasing card for the purposes of Downtown Barrie (BIA) operations, with individual transaction limits of \$3,000 or any cumulative purchases above \$5,000.

That the BIA staff be required to complete the required administration for such Purchase Card purchases in accordance with City of Barrie timelines.

That the Board's Secretary/Treasurer be responsible for review and approval of any transactions made by the Downtown BIA staff in accordance with the timelines required by the City.

Motion moved by: *Interim Chair Sergio Morales*

Seconded by: Ms. Michelle Huggins

Vote: All in Favour Approved

Adjournment:

Motion to adjourn made by *Ms. Michelle Huggins and seconded by Mr. Randy Aylwin at 4:19 pm.*

Vote: All in Favour

APPROVED

Next Meeting: Tuesday January 21st, 2020, 5pm Sandbox Centre, Downtown Barrie