

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT MEETING MINUTES - QUORUM
TUESDAY, JANUARY 21ST 2020 – 5:00PM – 7:00PM
SANDBOX CENTRE – 24 MAPLE AVENUE

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Board Attendance: Councillor Sergio Morales (Interim Chair), Ms. Michelle Huggins (Secretary/Treasurer), Mr. Randy Aylwin, Ms. Teresa Woolard and Mr. Chad Ballantyne. **Staff Attendance:** Ms. Stacey Zubczyk and Ms. Kristen Eatch. **Guest Attendance:** Mr. Jason Ing

Call to Order (5:00)

- Interim Chair Sergio Morales called the 2020 January Regular Board of Management Meeting to order at **5:04pm**.

COUNCIL & PARTNER UPDATES – (5:10–5:40)

Councillor Reports - Councillor Sergio Morales (5mins)

- **Update:**
 - Councillor Sergio Morales noted the Bell telephone work; which is taking place on Owen Street.
 - He asked BIA Staff share information on the Member News portion of the Webpage.
- **Partner Reports – NOT APPLICABLE THIS MEETING (N/A)**

Presentation(s) – N/A

Approval of Agenda & Minutes -

- Motion to approve the Agenda made by Ms. Michelle Huggins and seconded by Ms. Teresa Woolard.

Vote: All in Favour **Approved**
- Motion to approve the Minutes from the 2019 November 26th Regular Board of Management along with the Minutes from 2019 December 19th Special Board of Management Meeting made by Ms. Michelle Huggins and seconded by Mr. Randy Aylwin.

Vote: All in Favour **Approved**

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA) (5:15 – 7:00)

Items for Discussion & Voting

- **Fundraising Staff Report Coulson & Associates -**
 - **Background:**
 - At the '2019 December 19th Special Board Meeting', BIA Staff were directed to get clarification from Glenn Coulson in regards to what is being paid to him and any current agreement with the Downtown Barrie (BIA).
 - [Please see '01_21_2020 BIA BD APPENDIX – 2019 FUNDRAISING POSITION REPORT \(12 pages\) for details.'](#)
 - **Update:**
 - BIA Staff noted that they had received an email from Mr. Coulson on Tuesday January 21st 2020 in response to the following inquiries from Secretary/Treasurer Michelle Huggins which were as follows...
 - The status of the collections from the following 2019 Curb Appeal sponsors.
 - The Residences at Five Points – Presenting Sponsor - \$7,500.00
 - Solid Ground Mortgages - Product Sponsor - \$7,000.00
 - Solid Ground Mortgages - Arif Khan - \$1,500
 - As well as an explanation to the in-kind Curb Appeal donations with the restaurants?
 - In his email he provided the following...
 - He is attempting to follow up with these outstanding amounts for Curb Appeal. While the commitments were made, he understands now that they have not run the amounts through their accounting departments. An oversight to be sure but he does follow up with them to see where it's at.
 - Part of his 2020 vision is to implement a donation confirmation and up front pay system so that funds are in the bank prior to the event if possible. Payments from sponsors do get overlooked from time to time as they are busy running their businesses but he knows with strong coordination and communication between the office, the sponsors and his team we can streamline this process. He has made great strides in fundraising practices for the BIA initiatives but there is work to be done to make the process clearer and smoother when working with the sponsors/donors, the City and us.
 - As for the in-kind at Curb Appeal, the restaurants he knows get paid some for their efforts and food but he knows for sure they aren't getting as much as they should as it is a "pull together give back" mentality which adds value to the event. The in-kind amounts are a low estimate of how much value they provide to the event. Randy Feltis for example makes a lot more just for his appearances at events than what he gets but is charitable in nature wanting to do all he can to make it all work.
- **Discussion:**
 - In camera.

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○ **Motion:**

01_21_2020 BIA Motion #7:

The Downtown Barrie Business Association (BIA) Board of Management moves a motion to suspend payments immediately and to invite Coulson & Associates to present at the next Board meeting his proposed fundraising plan for 2020.

Motion moved by: Mr. Randy Aylwin

Seconded by: Mr. Chad Ballantyne

Vote: All in Favour

Approved

○ **Action:**

- BIA Staff will reach out to Coulson & Associates immediately with information about the approved motion and to extend an invitation to present at the next Board of Management Meeting.

● **Governance –**

- Please see '01_21_2020 BIA BD APPENDIX – BIA_STAFF_FOLLOW_UP (7 Pages) for details provided in advance of meeting.

○ **Background:**

- At the 2019 November 26th Board Meeting, Outgoing Executive Director Craig Stevens noted that 'Downtown Barrie Office can ask that OBIAA can post the Governance Support - Request for Proposal (RFP) on our behalf.'
- BIA Staff have shared the Governance Support - RFP on the Member News portion of the Downtown Barrie website, social media and as a special notice email to our membership.

○ **Update:**

- The Downtown Barrie (BIA) Office has received two (2) proposals to date.

○ **Discussion:**

- The Board discussed sharing an additional social media post.

○ **Action:**

- BIA Staff will share an additional social media post in advance of the 'RFP' closing date of 4:30pm EST on Friday January 24th 2020.

● **Draft Request for Proposal - Marketing/Creative Services -**

- Please see '01_21_2020 BIA BD APPENDIX – BIA_STAFF_FOLLOW_UP (7 Pages) for details provided in advance of meeting.

○ **Background:**

- At the 2019 December 19th Special Board Meeting, BIA Staff were directed to prepare 'Draft Request for Proposal - Marketing/Creative Services'.
- *Please see '01_21_2020 BIA BD APPENDIX – CREATIVE MARKETING SERVICES RFP (10 pages) for details.'*

○ **Update:**

- A draft was completed and circulated to the Board for review.

○ **Discussion:**

- Interim Chair Sergio suggested added Eastern Standard Time (EST) to the date and time for the closing of the RFP.
- Mr. Randy Aylwin suggested the BIA's Executive Director have input once hired.

○ **Motion:**

01_21_2020 BIA Motion # 1:

*The Downtown Barrie Business Association (BIA) Board of Management moves a motion to accept the first draft of the 'Request for Proposal (RFP)' for Creative Marketing Services' prepared by BIA Staff';
And the Board of Management will continue to work with Staff to finalize details of the RFP draft before being issued to agencies local to the City of Barrie.*

Motion moved by: Ms. Teresa Woolard

Seconded by: Ms. Michelle Huggins

Vote: All in Favour

Approved

○ **Action:**

- The Board will continue to work with Staff to finalize details of the RFP draft before being issued to agencies local to the City of Barrie.

'Draft Procurement Policy' on next page...

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- **Draft Procurement Policy -**

- *Please see '01_21_2020 BIA BD APPENDIX – BIA_STAFF_ FOLLOW_UP (7 Pages)' for details provided in advance of meeting.*

- **Background:**

- At the 2019 December 19th Special Board Meeting, BIA Staff were asked to investigate procurement policies of other BIAs and prepare a draft policy to be circulated and reviewed by the Board.

- *Please see '01_21_2020 BIA BD APPENDIX – DRAFT PROCUREMENT POLICY (5 pages)' for details.*

- **Update:**

- A draft was completed and circulated for review.

- **Discussion:**

- Interim Chair Morales suggested some amendment to 'page 5' under 'Allowable exceptions' in regards to unforeseen situation of urgency. The suggested changes were noted and revised at the Board meeting.

- **Motion:**

- 01_21_2020 BIA Motion # 2:**

- The Downtown Barrie Business Association (BIA) Board of Management moves a motion to accept the first draft of the 'Procurement Policy' prepared by BIA Staff;*

- With the amendment to add a paragraph on page 5 of the draft 'that if this occurs the Executive Director will follow-up with a memo at the next Board meeting.'*

- And the Board of Management will continue to work with Staff to finalize policy details.*

Motion moved by: *Interim Chair Sergio Morales*

Seconded by: *Ms. Teresa Woolard*

Vote: All in Favour

Approved

- **Action:**

- The Board will continue to work with BIA Staff to finalize policy details.
-

- **Event Sponsorship Criteria – Winterfest -**

- **Background:**

- *Please see '01_21_2020 BIA BD APPENDIX – PARTNERSHIP PROPOSAL BIA – WINTERFEST (3 pages)' for details.*

- **Motion:**

- 01_21_2020 BIA Motion #3:**

- The Downtown Barrie Business Association (BIA) Board of Management moves a motion to continue with the \$5,000 sponsorship of the City of Barrie Winterfest.

Motion moved by: *Ms. Teresa Woolard*

Seconded by: *Ms. Michelle Huggins*

Vote: Favour: 4 Not in Favour: 1 **Approved**

- **Action:**

- The Board will reach out to Winterfest Organizers immediately with an update.
-

- **Community Safety & Well Being Working Group Opportunity –**

- **Background:**

- Ms. Kristen Eatch and Ms. Michelle Huggins will be attending the first of three working groups on Wednesday January 22nd, 2020 hosted by Barrie Police

- **Discussion:**

- It was noted the opportunity for the Downtown Barrie (BIA) to speak specifically to west end concerns and relay information back directly to the BIA membership.
-

'Graffiti Abatement' on next page...

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○ **Graffiti Abatement –**

○ **Background:**

- Ms. Stacey Zubczyk noted the BIA Office has received inquiries about the process of graffiti reporting and abatement.

○ **Discussion:**

- The Board discussed the recent arrest of a graffiti vandal with the cooperation of a downtown business and the Barrie Police. It was suggested that a social post be created noting the arrest and thanking the public for input and concern.
- It was also suggested that the messaging continue with the request that if you 'See something, say something' and if you you've been tagged, here's the process.
 - They also discussed the possible creation of a program with funds that a business owners/property owner can apply to the BIA for a subsidy on tag removal costs. It may not fully cover the costs for removal, but maybe a portion or the creation of an Emergency Fund with specific criteria that in the event that a property owner isn't local and a business can't afford it. It was also suggested to check out the City's subsidy for certain facade improvements.

○ **Action:**

- BIA Staff will contact the City of Barrie's Dave Friary, and cc' Interim Chair Morales, about gathering details about what specifically goes into reporting and the process for removal.
- BIA Staff will also prepare a social media post and share with the Board for review.

● **2020 Events:**

- *Please see '01_21_2020 BIA BD APPENDIX – 2020 BIA SUMMER EVENTS REQUEST (1 page)' for details.*

○ **Background:**

- In order to move forward securing the dates and availability for vendors BIA Staff recommend that the board of management move forward with the following events in 2020...
 - Lawnchair Luminata - Waterfront Series in Meridian Place
 - Mindful Mondays - Free Yoga Classes at 7pm instructed by Ann Green Yoga
 - Mondays from July 6th to August 24th.
 - Suggesting eight (8) classes in July & August in 2020; as opposed to sixteen (16) in 2019. Cost to BIA \$45 a class.
 - Outdoor Film Series in partnership with the Barrie Film Festival.
 - Wednesdays from July 8th to September 2nd with the exception of the first movie will take place Thursday July 2nd.
 - Suggesting nine (9) movies in 2020; as opposed to ten (10) in 2019.
 - There may be an opportunity to seek movie night sponsorship opportunities above and beyond Meridian Credit Unions sponsorship.
 - Live Music Series
 - Fridays from July 17th to August 28th
 - Suggesting six (6) concerts in 2020; which is the same amount as 2019.
 - There may be an opportunity to seek concert night sponsorship opportunities above and beyond Meridian Credit Unions sponsorship.
 - 2020 Curb Appeal
 - With the cooperation of Randy Feltis, Curb Appeal could occur on Friday, June 19th, 2020.
 - 2020 Meridian Place Anniversary - Meridian Place
 - Date: Friday July 3rd, 2020 and include a Concert/Street Party festivity, midway, limited select vendors.
 - 2020 Promenade Days - Dunlop Street East and in Meridian Place
 - Dates: Saturday July 4th and Sunday July 5th
 - Due to Canada Day falling on a Wednesday, and the limitations of Street Vendor space along Dunlop Street because of Streetscape construction, BIA Staff are recommending a scaled back version of Promenade Days in 2020.
 - 2020 Craft Beer & BBQ Festival take place in Heritage Park
 - Dates: Friday July 10th to Sunday July 12th, 2020

○ **Discussion:**

- Mr. Aylwin noted concern with approving events prior to Board discussion on each individual event.
 - BIA Staff was only looking direction to begin planning each event.
- The Board discussed allocating funds in the budget away from a Meridian Place Anniversary Party.
- Mr. Aylwin also inquired about having a portion of Promenade Days take place in the West End this year depending on where the Dunlop Streetscape construction Project is at.

'2020 Events' continued on next page...

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- **2020 Events continued:**

- **Motion:**

- **01_21_2020 BIA Motion #4:**

Whereas the event planning season commences in January, the Downtown Barrie Business Association (BIA) Board of Management moves a motion to allow BIA Staff to begin scheduling and planning for the following 2020 Summer events...

Lawn Chair Luminata: Waterfront Series in Meridian Place

- Mindful Mondays Yoga - Mondays in July and August*
- Outdoor Film Series - Wednesdays in July and August*
- Live Music Series - Friday in July and August*

Curb Appeal

- Friday, June 19th, 2020*

Meridian Place Anniversary in Meridian Place

- Friday July 3rd, 2020*

Promenade Days Festival in Meridian Place and Dunlop Street East

- Saturday July 4th and Sunday July 5th, 2020*

Craft Beer & BBQ Festival in Heritage Park

- Friday July 10th to Sunday July 12th, 2020*

And that any changes to the size and scope of the 2020 Summer events be brought to the Board review.

Motion moved by: Ms. Teresa Woolard

Seconded by: Mr. Chad Ballantyne

Vote: All in Favour

Approved

- **Dunlop Streetscape Project –**

- *- Please see '01_21_2020 BIA BD APPENDIX – BIA_STAFF_FOLLOW_UP (7 Pages) for details provided in advance of meeting.*

- **Background:**

- BIA Staff attended the 'Lessons Learned' meeting at Barrie City Hall on Wednesday, December 4th, 2019.

- **Update:**

- BIA Staff noted that a Streetscape Town Hall is scheduled for 8am on Tuesday, February 12th, 2020 to answer questions and to bring the Membership up to speed on the timelines for Phase 1B.

- **Discussion:**

- The Board discussed the Patio situations for the summer of 2020 and what a revised patio program might look like for phase 1B?
 - It was noted that the best case scenario is a shortened patio season for Phase 1B.
 - The Board discussed reaching out to some of the larger patio owners, such as the Queens and Flying Monkeys, to discuss the vision for their patios. It was also suggested reaching out to Arnott and find out what might have been built into the Streetscape plans.

- **Action:**

- BIA Staff will reach out the 'Streetscape Team Leads' in order discuss the 2020 patio program, before arranging a meeting with various establishments with patios.

- **By-Election -**

- **Background:**

- The Board of Management is holding a by-election this week, Monday, January 20 to Friday, January 24, 2020 to fill six (6) vacancies for the remainder of a four-year term, ending December 31, 2022.

- **Update:**

- The By-Election is running smoothly and that there has been a large turnout so far.
 - The By-Election Committee recommends that no BIA Board member linger in the office during voting week.
 - Ballots will be counted Friday (January 24th, 2020) after 4:30pm EST by the By-Election Committee; which is comprised of Kathleen Trainor with Tourism Barrie (Chief Election Official), Staff Sergeant Kevin MacLean with Barrie Police, and Downtown Barrie Staff, Stacey Zubczyk and Kristen Eatch.
 - The results will be posted to the Downtown Barrie (BIA) website and will be ratified at Council on Monday, January 27th, 2020.

'By-Election' continued on next page...

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- **By-Election *continued* -**

- **Discussion:**

- Interim Chair Morales suggested that the Committee check with City Clerk in regards to the Board being ratified in one meeting. He noted that there might actually be three (3) meetings.

- **Action:**

- BIA Staff will contact the Clerk's office for more information on ratification.

- **Board Member Resignation/Replacement –**

- *Please see '01_21_2020 BIA BD APPENDIX – BIA_STAFF_ FOLLOW_UP (7 Pages) for details provided in advance of meeting.*

- **Background:**

- At the 2019 November 26th Board Meeting, BIA Staff were asked to investigate how to address future Board resignation/replacements should it occur, once again, during this current election term.
 - Discussion on the topic included whether or not the candidate with the next greatest number of votes during the current BIA by-election to fill six (6) vacant seats be brought in?
 - BIA staff were asked to verify with OBIAA, along with the City of Barrie's Clerk's Office, and the Municipal Act about procedure in event of future resignation.

- **Update:**

- City Clerk's Office Outreach:
 - Outgoing Executive Director Craig Stevens emailed the City Clerk/Director of Legislative and Court Services, Wendy Cook, on Tuesday November 5th, 2019, in anticipation of the upcoming BIA By-Election, and the need to establish a Nominations/Elections Committee that included one Municipal employee with election experience (i.e. the City Clerk or the Deputy Clerk).
 - Ms. Cooke responded that same day indicating that she was not available to assist or participate on the Committee and indicated that she did not have a Deputy Clerk available to assist.
 - During a follow up email, the next day, Ms. Cook indicated that no member of her staff would be available to assist with the entire committee process or the counting process.
 - As a result, Downtown Barrie Staff did not reach out to the City of Barrie Clerk's Office on the matter.
 - OBIAA Outreach:
 - BIA Staff have reached out to Ms. Kay Matthews with the Ontario Business Improvement Area Association (OBIAA) on the matter, her response to the drafted motion provided below was to address the potential decline of #7.
 - Municipal Act:
 - BIA Staff have reviewed the Municipal Act specific to the legislation that speaks to the 'Designation of Improvement Areas.'...
 - Section 204 (12) in regards to 'Vacancies' indicated that 'Subject to subsection (9), if a vacancy occurs for any cause, the municipality may appoint a person to fill the vacancy for the unexpired portion of the term and the appointed person is not required to be a member of the improvement area. 2001, c. 25, s. 204 (12)'.
 - Section 204 (9) in regards to 'Refusal to Appoint' says that 'The municipality may refuse to appoint a person selected by the members on an improvement area, in which case the municipality may leave the position vacant or direct that a meeting of the members of the improvement area be held to elect or select another candidate for the municipality's consideration. 2001, c. 25, s 204 (9).'

'Board Member Resignation/Replacement' *continued on next page...*

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- **Board Member Resignation/Replacement** *continued* -

- BIA Constitution:

- BIA Staff, also, reviewed the current Downtown Barrie (BIA) Constitution...

- **Section 8 - Board of Management** on page 6

- *Role and Function*

- 5. Without limiting the generality of subsection 8(4), the Board shall be responsible for...
 - a. Making decisions on policy affecting the BIA.
 - b. Managing the affairs of the BIA
 - c. Appointing such committees as may be required to accomplish the work of the BIA.

- Also, on page 6

- *Vacancies*

- 8. Where a vacancy on the Board occurs, the Board of Management may nominate replacements, subject to the Board recruitment process and City Council approval, who shall hold office for the remainder of the term for which his or her predecessor was appointed.

- If there is no quorum of the Board, the remaining Board shall call a General Meeting to the BIA to fill any vacancy.'...it then outlines the formal recruiting process.

- **Motion:**

- **01_21_2020 BIA Motion #5:**

The Downtown Barrie Business Association (BIA) Board of Management moves a motion to add an amendment to the '11_06_2019 BIA Motion Record' (2 pages)', specifically '11_06_2019 BIA Motion # 4' to 'RESCIND 'BIA MOTION #09_2019 Motion #4' with the following stipulation: "Noting that the six (6) vacancies will be filled by candidates #1 through #6, and that should a Board member resign prior to January 1, 2021, the Downtown Barrie Business Association (BIA) Board of Management will automatically invite candidate #7 to fill the vacancy. Should #7 decline the invitation, the Board would then extend the invitation to #8 and so forth until the seat is accepted."

Motion moved by: *Interim Chair Sergio Morales*

Seconded by: *Ms. Teresa Woolard*

Vote: All in Favour

Approved

- **Executive Director Update <In Camera>**

- Stacey HR motion on confidentiality

Adjournment:

Motion to adjourn made by *Mr. Chad Ballantyne* and seconded by *Ms. Teresa Woolard* at 7:13 pm.

Vote: All in Favour

APPROVED

Next Meeting: Tuesday, February 25th, 2020, 5pm, Sandbox Centre, Downtown Barrie