

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT SPECIAL MEETING MINUTES - QUORUM
WEDNESDAY, FEBRUARY 5TH 2020 – 2:00PM – 4:00PM
SANDBOX CENTRE – 24 MAPLE AVENUE

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

Call to Order

- Ms. Teresa Woolard called the **2020 February 5th Special Board of Management Meeting** to order on behalf of Interim Chair Sergio Morales at **2:12pm EST**.

Approval of 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 Minutes from the **2020 January 13th Special Board of Management Meeting** along with the Minutes from **2020 January Regular Board of Management** made by Ms. Michelle Huggins and seconded by Ms. Teresa Woolard.

Vote: All in Favour **Approved**

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)

Items for Discussion & Voting

- **Executive Director Announcement –**
 - **Update:**
 - The Board has hired Kelly McKenna as its next Executive Director. Ms. McKenna is taking some time to wrap up her current position with the County of Simcoe’s Economic Development Department before joining the Downtown Barrie Office at the beginning of March.
 - **Discussion:**
 - The Board discussed Ms. McKenna’s background and the skills she brings to the Downtown Barrie (BIA).
 - They also discussed hosting a press conference at the Sandbox the first week of March and possibly hosting a ‘meet and greet’ lunch for BIA Members.
 - BIA Staff requested consideration for a transition reduction of their increased pay until after the onboarding of Ms. McKenna is complete.
 - The Board went in camera, minus BIA Staff, to discuss *at 3:55pm and came out of camera at 4:00pm*.
 - **Action:**
 - The Board did not have a motion to consider BIA’s Staff’s request.

- **Fundraising Presentation - Coulson & Associates –**
 - **Background:**
 - At the ‘2020 January Regular Board of Management Meeting’ the Board passed a motion to suspend the Fundraising services of Coulson & Associates and to direct BIA Staff to invite Mr. Glenn Coulson to make a presentation at a future Board meeting.
 - **Update:**
 - Mr. Glenn Coulson presented to the Board his fundraising strategy for 2020.
- Please see ‘02_05_2020 BIA SP BD APPENDIX – 2020 BIA FUNDRAISING STRATEGY (24 pages) for details.’
 - **Discussion:**
 - The Board went in camera with BIA Staff to discuss *at 2:58pm EST and came out of camera at 3:38pm EST*.
 - **Motion:**
 - **02_05_2020 BIA Motion # 1:**
The Downtown Barrie Business Association (BIA) Board of Management a motion to reinstate payment to Coulson & Associates for fundraising services for 2020 with an understanding that quarterly fundraising updates will be required to the Board, in the form of either memos or presentations at Board meetings, which will be mutually determined between Coulson & Associates and the Executive Director.

‘Fundraising Presentation – Coulson & Associates - Motion’ continued on the next page...

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● **Fundraising Presentation - Coulson & Associates** *continued:*

○ **Motion** *continued:*

These updates will include but not be limited to financing updates and non-payment strategy and the 2020 contract will be reviewed in accordance with the BIA's forthcoming policies and procedures for 2021 and all outstanding sponsor payments from 2019 must be made by August 31st, 2020.

Motion moved by: Interim Chair Councillor Sergio Morales

Seconded by: Mr. Chad Ballantyne

Vote: Favour: 3 Not in Favour: 2

Approved

● **Dunlop Streetscape Project / Town Hall Preparation:**

○ **Background:**

- The BIA have a Streetscape Town Hall scheduled on Wednesday, February 12th, 2020 at 8:00 am at the Sandbox Centre. All the streetscape projects leads (i.e the City of Barrie's Communications, Construction, and Engineering team; along with Arnott) plan to attend the Town Hall.
- A meeting is also scheduled with all the Dunlop Street patio owners on Monday, February 10th, 2020 to discuss the effect construction will have on the 2020 patio season; along with discussion on the evolution of the program once the streetscape is completed.

○ **Update:**

- BIA Staff provided details on the Dunlop Streetscape timelines and the areas of each phase. They noted the following...
 - Beginning in early March, 2020, construction at the Owen/Dunlop intersection will commence with construction crews returning to Phase 1A (Dunlop St between Owen St and Poyntz St.) to finish remaining work.
 - Once complete (likely June, 2020), crews will begin with what is now being called Phase 2 (Dunlop St west of Owen St, through the 5 Points intersection to east of Maple Ave) with an estimated completion date of September, 2020 at the latest.
 - At this same time, work on Dunlop St west of Mary St to west of Toronto St will be occurring as well.
 - Phase 3 (Dunlop St from east of Maple Ave to west of Mary St) will commence once Phase 2 has been completed, approximately September, 2020 to November, 2020.
- BIA Staff noted that the 'worst case scenario' is what is being communicated and that there is a possibility of construction moving along faster and finishing earlier than expected.
- BIA Staff also noted that these changes likely reflect the requirement of only closing two intersections at one time as well as other area construction that will be taking place (i.e. Kidd's Creek construction).

○ **Discussion:**

- The Board discussed the affect the construction will have on the 2020 patio season.
- Mr. Randy Aylwin noted that he will be attending the pre-patio meeting in his capacity as a patio owner, rather than as a BIA Board Director.

● **2020 Budget –**

○ **Discussion:**

○ The Board quickly discussed the following...

- Goodlife Magazine –
 - The Board inquired about the status of this print advertising opportunity in 2020, and noted that if the sponsorship has not already been committed, they would like to be presented the opportunity to remove it from the budget.
- Heart of Barrie –
 - The Board inquired about the status of this opportunity in 2020 and discussed moving forward with the funding contingent on the publication agreeing to cover a downtown business each time.
- Advance – Splurge
 - The Board inquired about the status of this print advertising opportunity in 2020.

'2020 Budget' continued on the next page...

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- **2020 Budget** *continued*–

- **Action:**

- BIA Staff will investigate the commitments already made to these print opportunities and report back to the Board.
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Adjournment:

Motion to adjourn made by *Mr. Chad Ballantyne* and seconded by *Ms. Teresa Woolard* at 4:07 pm EST.

Vote: All in Favour

APPROVED

Next Meeting: 2020 Regular February Board Meeting - Tuesday March 3rd, 2020 at 2pm, Sandbox Centre, Downtown Barrie