

Downtown Barrie Business Association (BIA)

May Special Board Meeting - Minutes

10AM Friday, May 29, 2020

Via Zoom



In attendance:

Mr. Rob Hamilton, Chair	Councillor Sergio Morales
Mr. Jason Ing, Vice Chair	Councillor Jim Harris
Ms. Michelle Huggins, Secretary Treasurer	Mr. Paul Lynch
Mr. Colin Hassey	Mr. Chad Ballantyne
Ms. Cait Patrick	Ms. Teresa Woolard
Mr. Randy Aylwin	Ms. Daniela Fuda

Ms. Kelly McKenna, Executive Director
Ms. Stacey Zubczyk, Project Manager
Ms. Kristen Eatch, Project Manager

Guests:

Mr. Keenan Aylwin

CALL TO ORDER

Chair Rob Hamilton called the Downtown Barrie Business Association (BIA) Board of Management Special May 29th, 2020 meeting called to order at 10:00am.

GOALS AND OBJECTIVES

- Background:
 - Each Board of Management Director submitted a list of goals and objectives to Executive Director Kelly McKenna for review and discussion at today's meeting.
 - The list was summed up to the following items:
 - Clean
 - Safe
 - Beautiful
 - Messaging
 - Residential Development
 - Property Reassessment
 - Events
- Discussion:
 - The Board looked for further clarification on the listed item of 'Property Reassessment'.
 - Councillor Sergio Morales noted that reassessments are done by MPAC. He noted the logic makes sense, but his concern is that MPAC does the reassessments, not the City, and on a rotating basis. He noted this could be part of a provincial strategy instead.
 - Mr. Paul Lynch noted the vacancies may make people able to get a rebate.

Councillor Morales also noted that he agrees with vacancy rebate, however he is cautious of expectations if we communicate this with the BIA membership.

- Ms.Huggins noted reopening and COVID-19 recovery should be a goal and objectives.
 - Chair Hamilton asked that 'reopening' be added to the list.
- Councillor Jim Harris suggested changing the title of the list from 'goals and objectives' to just 'goals'.
 - Chair Hamilton requested that the removal of 'objectives be noted..
- Ms. Cait Patrick, Mr. Chad Ballanyne, and Mr. Jason noted concern that the list lacks strategic direction.
- Mr. Randy Alywin asked for clarification on what happens once the list is approved (i.e does it action staff to investigate)?
 - Chair Hamilton noted that the Board will talk about them and will provide staff with ways to move this forward.
- Mr. Lynch noted that landlords make up half of the membership, but the list does not have anything specifically geared towards property owners.
 - Councillor Harris noted the goal of 'property assessment' is really on point.
- The Board did also discuss adding 'westend', 'advocacy', changing 'property assessment' to 'tax and reassessment relief', along with 'rebranding' & 'revitalization'.
 - Chair Hamilton noted that the above suggested additions are either covered by another item or are more part of the action plan.
- Motion:
 - 05_29_2020 Motion #1
The Downtown Barrie (BIA) Board of Management moves a motion to approve the following items as the Board's goals: Clean, Safe, Beautiful, Messaging, Residential Development, Property Reassessment, Events, and Reopening.
Moved by: Mr. Colin Hassey
Seconded by: Mr. Paul Lynch
Vote: 9 in favour
3 opposed
Approved
- Action:
 - The Board will start constructing the action plan at the next meeting on Monday (June 1st) at 10 am

Adjournment:

Motion to adjourn moved by: Mr. Jason Ing

Seconded by: Councillor Sergio Morales

Vote: All in favour

Approved

Meeting adjourned at 11:01am