

Downtown Barrie Business Association (BIA)
August Board Meeting - Minutes

Tuesday, August 25, 2020
5pm Via Zoom



In attendance:

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

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

Regrets:

Ms. Cait Patrick

Absent:

Councillor Sergio Morales

Guests:

Ms. Kay Matthews, Executive Director of Ontario BIA Association

Attendees:

Ms. Tracey Baker

CALL TO ORDER

Chair Rob Hamilton called the Downtown Barrie Business Association (BIA) Board of Management August 25th, 2020 meeting to order at 5:03pm.

OBIAA EXECUTIVE DIRECTOR KAY MATTHEWS'S PRESENTATION

Discussion between OBIAA Executive Director Kay Matthews and board members.

Points of interest presented by Ms. Matthews:

- There are 318 BIAs in Ontario.

- BIAs will be celebrating its 50th anniversary on September 16, 2020 with the Bloor West Village BIA.
- BIAs are municipally designated improvement areas which makes them a local board of the municipality.
- BIAs are NOT not-for-profit corporations - BIAs are corporations of the municipality who cannot make a profit.
- Many municipalities handle the finances of BIAs, but many BIAs also handle their own finances. All BIAs must be audited by the municipality.
- A BIA's job is to make the area a better place to do business (focus on the collective good rather than the individual good).
- All BIA policies must be approved by the municipality.
- In absence of an HR or personnel policy, the Executive Team would be responsible.
- Additional policies recommended: Constitution, Code of Conduct, HR, Procurement, Records Retention, etc.
- OBIAA is re-doing their policies and will share once complete for other BIAs to R&D (Rip off & Duplicate)

Vice Chair Jason Ing inquires about other BIAs and if they exist outside of the municipality.

- Ms. Matthews responds that no, there are none. These would be business associations which would involve collecting membership fees, etc. and that BIAs are governed by their municipalities.

Ms. Matthews notes that BIAs are under the municipal act as a BIA, not a not-for-profit or a corporation.

Mr. Ing inquires as to whether there are other BIAs who invest so much into municipal projects as the Downtown Barrie BIA does (offers an example of 10 year projects that take up a significant portion of their operating budget).

- Ms. Matthews notes that she wishes there were more BIAs who did this. BIAs have the ability to change the landscape of their communities by consistent investment. She notes that BIAs are restricted to investing within the Board's four-year term, but the Board should think beyond their four years and invest in a vision that they have for their community.
- Ms. Matthews references a BIA in Toronto (Bloor/Yorkville) that established a separate BIA to handle only capital investments

Mr. Randy Aylwin inquires about whether BIAs disband.

- Ms. Matthews notes that BIAs should go dormant and never disband as the work gone into creating a BIA is painful and tedious. If a push to disband exists, it's usually driven by members who don't understand what a BIA is.
- Ms. Matthews recommends making a deputation to Council regularly and celebrating every significant thing you do to educate the community.

Ms. Matthews discusses how OBIAA is funded and notes that the goal of residential development established by the Downtown Barrie BIA Board is in line with the success of businesses.

Ms. Matthews closes by noting that every BIA is subject to an investigator, ombudsman and integrity commissioner and recommends being exemplary in governance.

DOWNTOWN BARRIE (BIA) BOARD OF MANAGEMENT MEETING

Motion to approve agenda moved by Secretary Treasurer Michelle Huggins.

Seconded by Mr. Colin Hassey

All in favour **Motion approved**

Motion to approve June 30th, 2020 meeting minutes moved by Ms. Huggins.

Seconded by Ms. Daniela Fuda

All in favour **Motion approved**

EXECUTIVE DIRECTOR'S REPORT

- See Report

The Board discusses the Lakeshore Mews waste pilot project.

The Board discussed the City's street sweeper that they're bringing back to Dunlop Street.

Executive Director Kelly McKenna updated the Board on the redirection of Fundraising efforts to the possibility of incorporating a mini Santa's Village in Meridian Place, as well as, the Mural Project.

COMMITTEE CHAIR REPORTS

- Messaging & Events - Chair Chad Ballantyne

Mr. Ballantyne updates the Board on the pedestrianization of Dunlop Street and its activation plans including the We Dig Downtown contest update. He notes the grant received from Central Ontario Broadcasting to promote the downtown and updates the Board that the committee is working with Tourism Barrie to obtain the historic audio tours.

Mr. Ballantyne reminds the Board to please fill out the form to share your story.

The Board discusses Culture Days and pedestrianization.

- Safe, Clean & Beautiful - Chair Cait Patrick

Ms. Cait Patrick is absent.

Ms. McKenna reminds the Board of her updates with the Lakeshore Mews pilot project, the hiring of a Beautification Coordinator and the Mural project.

Ms. Fuda noted that the City is taking care of the planters along Lakeshore Drive and inquired as to whether there are plans for the City to fill the planters on Dunlop Street too.

ACTION ITEM: Ms. McKenna will find out.

Ms. McKenna also updates the Board that we will be using a portion of our budget to beautify the space.

- Reopening of Businesses - Chair Teresa Woolard

Ms. Teresa Woolard discusses the results of the mini survey she included in her message to the membership.

- Only 5 results were received but they all answered that marketing support is needed to drive traffic downtown

Ms. Fuda notes that the Re-Opening and Beautification committee should work together.

Ms. McKenna adds that a plan will be devised but will need until at least September to come up with it

Mr. Ing notes that he is happy to approve a budget, but needs to know where the funds are going - what's the messaging and what's the plan?

The Board discusses the allocation of funds and the need for clear messaging.

08_25_2020 BIA Motion #1

The Downtown Barrie (BIA) Board of Management moves a motion to spend \$20,000 for a marketing and advertising campaign to promote the reopening of our downtown for the Fall and Christmas seasons to come out of the Recovery Projects line item under the Streetscape/Covid Budget.

Motion moved by: Ms. Woolard

Seconded by: Ms. Huggins

Vote: In Favour: 6 Opposed: 1 Absent/Abstained: 0

Motion Carries

- Residential Development & Property Reassessment - Chair Paul Lynch

Mr. Paul Lynch notes that he is waiting to finish with Governance before he speaks to this committee.

Chair Rob Hamilton notes that he has spoken to many developers, he will be speaking with Michael Prowse on Sept 14th and that there are no red flags, no frustrations communicated by developers. Chair Hamilton also adds that he will be reaching out to grocery stores and pharmacies.

- Governance - Chair Paul Lynch

Mr. Lynch updates that the committee has had its initial meeting with Barriston and was able to get through most items on their list. Barriston still needs to read the commissioned report and look into the Municipal Act on a few things. He has requested a meeting time with them and is waiting to hear back.

ACTION ITEM: Ms. McKenna will continue to push Barriston to set up this meeting.

- Finance - Chair Colin Hassey

Mr. Colin Hassey updates the Board on their meeting with Managing Director Danielle Lazarevska from the Sandbox Centre. Mr. Hassey notes that the committee was satisfied that the Sandbox is bringing people downtown who are spending money at local downtown businesses.

The Committee has also asked Ms. McKenna to work with Ms. Lazarevska to see what can be done specifically for BIA members in order to add value to them.

Ms. Fuda provides an update on insurance.

08_25_2020 BIA Motion #2:

The Downtown Barrie (BIA) Board of Management moves a motion to appoint the BIA Executive Director to the Sandbox Centre's Board of Directors.

Motion moved by: Mr. Colin Hassey
Seconded by: Ms. Michelle Huggins
Vote: In Favour: 7 Opposed: 0 Absent/Abstained: 0
Motion Carries

SECRETARY TREASURER REPORT

- Dunlop Streetscape Construction Project Update

See Report.

- Meridian Place Contribution Update

See Report.

The Board discusses the financial commitment to the Dunlop Streetscape Project and its payment timelines.

Mr. Lynch notes that his committee brought this issue to Barriston. He has requested clarity on the obligations since this might be a potential conflict with the constitution and suggests holding off until we hear back from Barriston.

ACTION ITEM: Ms. McKenna will make sure that no funds will come out of our account by the City that shouldn't come out.

CHAIR HAMILTON'S CLOSING REMARKS

The committee set up is working; committees are presenting reports that indicate that work and progress is happening. We are producing results. We'll continue on this path

Adjournment:

Motion moved by: Mr. Chad Ballantyne
Seconded by: Councillor Jim Harris
Vote: All in favour
Motion Approved

Meeting adjourned at 6:53pm

Next Meeting: September 22nd, 2020