

Downtown Barrie Business Association (BIA)

July Board Meeting - Minutes

Tuesday, July 28, 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. Randy Aylwin

Ms. Cait Patrick

Mr. Chad Ballantyne

Ms. Teresa Woolard

Councillor Jim Harris

Ms. Kelly McKenna, Executive Director

Ms. Stacey Zubczyk, Project Manager

Ms. Kristen Eatch, Project Manager

Regrets:

Councillor Sergio Morales

Guests:

Integrity Commissioner Suzanne Craig

CALL TO ORDER

Chair Rob Hamilton called the Downtown Barrie Business Association (BIA) Board of Management July 28th, 2020 meeting to order at 5:02pm.

INTEGRITY COMMISSIONER SUZANNE CRAIG'S PRESENTATION

See presentation notes provided by Ms. Suzanne Craig.

Ms. Craig noted that the Municipal Act has paramountcy over the rules of the Downtown Barrie Business Association (BIA). The City of Barrie's Code of Conduct also applies to Members of Council and Local Boards.

The board discussed exceptions, penalties and procedures.

Ms. Craig invited the board to arrange a time for a more thorough presentation on these details.

DOWNTOWN BARRIE (BIA) BOARD OF MANAGEMENT MEETING

Motion to approve agenda moved by Ms. Daniela Fuda

Seconded by Secretary Treasurer Michelle Huggins

All in favour **Motion approved**

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

Seconded by Mr. Randy Aylwin

All in favour **Motion approved**

INSURANCE UPDATE FROM MS. DANIELA FUDA

At the June, 2020 board meeting, direction was given to staff to work with Ms. Daniela Fuda to engage an insurance broker familiar with the requirements of an organization such as the BIA to discuss the insurance requirements of the BIA.

Ms. Fuda provides context to initial concerns and adds that upon receipt and review of the documents from the City of Barrie, some of her concerns have been mitigated, but notes red flags with the \$100,000 deductible and the absence of Employment Practices Liability insurance coverage.

Ms. Fuda recommends that the BIA request a quote for Directors and Officers Insurance from Frank Cowan Company.

The board discusses the importance of separating from the City and becoming a standalone operation.

Action Items:

- Contact OBIAA to see if they have insurance rates and resources beneficial for member BIAs
- Staff to research D&O and EPL policies

COMMITTEE CHAIR REPORTS

- Messaging & Events - Chair Chad Ballantyne

Mr. Chad Ballantyne provides a synopsis of the proposal that the pedestrianization working group will be presenting to Barrie City Council.

- The City of Barrie will match a commitment of \$10,000 from the BIA giving the pilot a total of \$20,000
- The BIA is going to request that we partner with Culture Days and that the City allot an additional funding towards marketing
- Cost of the road closure and manning each closure (over four Saturdays) quoted at \$17,860
- The BIA would then have \$7140 to put toward signage, design, marketing, etc.
- Cross-promotional opportunities of the event with the City, Tourism Barrie and the Barrie Farmers' Market
- Promote October Tasting Trail along with Culture Days, reveal the new Dunlop Streetscape, develop Downtown Dollars, contest with prize package, etc.

Mr. Jason Ing noted concern about the plan to pedestrianize Dunlop Street East will not benefit the businesses on Dunlop Street West.

07_28_2020 BIA Motion #1:

The Downtown Barrie Business Association (BIA) moves a motion to allocate \$10,000.00 to logistical and marketing supports for the pedestrianization of Dunlop Street East.

Motion moved by: Mr. Chad Ballantyne
Seconded by: Ms. Fuda
Vote: In Favour: 6 Opposed: 3 Absent/Abstained: 2
Motion Carries

- Safe, Clean & Beautiful - Chair Cait Patrick

Ms. Cait Patrick notes that the committee has not met in over three weeks, but discusses the need for a communication strategy that encourages a change in perception of safety in the downtown.

- Reopening of Businesses - Chair Teresa Woolard

Ms. Teresa Woolard notes the feedback she has received from members regarding re-opening the downtown including the suggestions to prioritize the following:

- Awareness, branding and marketing of the downtown
- Finish the Dunlop Streetscape Construction project before tackling any other projects
- Share positive stories of the downtown
- A celebration for the end of the Dunlop Streetscape Construction project
- Marketing similar to our Feature Fridays but for every day

Ms. Woolard also notes that the City of Barrie is considering making the Patios Everywhere Program a yearly opportunity for businesses.

- Residential Development & Property Reassessment - Chair Paul Lynch

Mr. Paul Lynch notes that this committee has not held a meeting and he doesn't intend to until the Governance committee has completed the revision of the BIA's constitution.

Chair Rob Hamilton comments that the downtown needs to be a self-sustaining community.

Mr. Colin Hassey asks whether the board should take a position on what happens with the bus station. The board decides that this committee could draft a proposed position and present it at the next board meeting.

- Governance - Chair Paul Lynch

Mr. Lynch notes that a meeting has been scheduled with Barriston to review the committee's recommendations for the constitution.

Mr. Lynch comments that the BIA should issue social media posts on development projects in the downtown.

- Mr. Ballantyne agrees that this should be added onto the themes of the narrative of the downtown

- Finance - Chair Colin Hassey

Mr. Colin Hassey states that regarding the Sandbox sponsorship, no agreement exists and asks if the board would like to continue payment of \$10,000 per year.

Ms. Huggins states that she may need to declare a conflict as she sits on the Sandbox board.

Councillor Jim Harris suggests that since we've paid for the 2020 year, we should request from the Sandbox details on just what the BIA gets from its sponsorship.

Mr. Lynch adds that because the BIA has committed to this sponsorship and because we have a seat at the table, we could ask the Sandbox how our sponsorship could benefit the BIA more.

Action Item:

Mr. Hassey states that the Finance committee will dig into what the best metrics might be that would speak to how the Sandbox is positively impacting the BIA's goals.

07_28_2020 BIA Motion #2:

The Downtown Barrie Business Association (BIA) Board of Management moves a motion to request a report from the Sandbox Centre outlining how the BIA's sponsorship positively impacts the BIA's goals.

Motion moved by: Mr. Hassey
Seconded by: Ms. Fuda
Vote: All in favour

Motion Carries

07_28_2020 BIA Motion #3:

The Downtown Barrie Business Association (BIA) Board of Management moves a motion that after the date of this motion, all proposed donations or sponsorships:

- a) in the case of donations or sponsorships of \$1000 or less, be subject to approval by the Executive Director and reported at the next board meeting; or*
- b) in the case of donations or sponsorships greater than \$1000 and less than \$5,000 that the finance committee be made aware via email prior to acceptance of the donation and reported at the next board meeting; or*
- c) in the case of donations or sponsorships \$5,000 or more that the Board of Directors be made aware via email prior to acceptance of the donation*

and that the particulars of such accepted donations and sponsorships be kept as a record of the BIA including source and amount and made available for review by the board at any time.

Motion moved by: Mr. Hassey
Seconded by: Ms. Fuda
Vote: All in favour

Motion Carries

07_28_2020 BIA Motion #3:

The Downtown Barrie Business Association (BIA) Board of Management moves a motion that staff be directed to obtain a legal opinion from a law firm that does not have an office in Simcoe County with respect to the BIA's obligation to the City of Barrie for the funding of Meridian Place to a maximum of \$1000 plus HST and that the finance committee be apart of the process of obtaining the law firm.

Motion moved by: Mr. Hassey
Seconded by: Mr. Lynch

Mr. Lynch requests an amendment to change the \$1000 maximum to a \$5000 maximum

07_28_2020 BIA Motion #4 as Amended:

The Downtown Barrie Business Association (BIA) Board of Management moves a motion that staff be directed to obtain a legal opinion from a law firm that does not have an office in Simcoe County with respect to the BIA's obligation to the City of Barrie for the funding of Meridian Place to a maximum of \$5000 plus HST and that the finance committee be apart of the process of obtaining the law firm.

Motion moved by: Mr. Hassey

Seconded by: Mr. Lynch

Vote: All in favour

Motion Carries

CHAIR HAMILTON'S CLOSING REMARKS

Chair Hamilton notes that all efforts of the committees so far have resulted in positive results and that it's only going to get better.

Adjournment:

Motion moved by: Ms. Fuda

Seconded by: Mr. Ballantyne

Vote: All in favour

Motion Approved

Meeting adjourned at 7:31pm

Next Meeting: August 25th, 2020