

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

Tuesday, October 20, 2020
5pm Via Zoom



In attendance:

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

Staff in Attendance:

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

Regrets:

Ms. Cait Patrick
Councillor Jim Harris
Councillor Sergio Morales

Absent:

Mr. Randy Aylwin

CALL TO ORDER

- Chair Rob Hamilton called the regular Downtown Barrie Business Association (BIA) Board of Management (the Board)'s October 20th, 2020 meeting to order at 5:07 pm.

DOWNTOWN BARRIE (BIA) BOARD OF MANAGEMENT MEETING

Motion to approve agenda

Moved by: Ms. Daniela Fuda
Seconded by: Ms. Michelle Huggins
Vote: All in favour Approved

Motion to approve September 22nd, 2020 meeting minutes

Moved by: Mr. Colin Hassey
Seconded by: Ms. Daniela Fuda

- Discussion about Minutes -
 - 'Action Item' -
 - Ms. Michelle Huggins inquired about how 'Action Items' from a Board Meeting are determined.
 - The Board briefly discussed.
 - 'Streetscape & Payment' discussion after the motion -
 - Ms. Huggins requested that the minutes be revised to include the discussion which occurred after the vote on the motion.
- Action -
 - A vote to approve the September 22nd, 2020 meeting minutes was not
 - Minutes will be amended and presented back to the Board at the next meeting.

CHAIR'S OPENING REMARKS

- Chair Rob Hamilton noted that the remarks on twitter, made by Councillor Keenan Aylwin, in regards to the SCS Motion passed at the September Board meeting referencing two (2) Board Executives and their businesses are being brought up with the Integrity Commissioner and will be handled at her discretion.
- He noted that both himself and Executive Director, Kelly McKenna have met with the City's CAO Micheal Prowse and the General Manager Infrastructure and Growth Management Andrea Miller to discuss the winter patio situation. They also discussed the possible impediment an extended patio program may have on the laying of the asphalt and wrapping up the construction. Ms. McKenna will continue to work with the City to develop a solution that should allow for an extended patio season while keeping to the construction timeline.
- He noted that a meeting scheduled with the new CEO of the Canadian Mental Health Association in Barrie, who is a part of the SCS site selection committee. The goal of the meeting is to outline the BIA Board's motion, as well as, gather more information on the site selection process.

EXECUTIVE DIRECTOR'S REPORT - See written report for details

- Executive Director gave an update on current BIA projects:
 - Open Air Dunlop Pilot Pedestrianization -
 - This past Saturday was the last Open Air Dunlop for the season.
 - Each week featured something different to experience: The Horn & Heart installation, Culture Days Artist in Business & live painting, Audi Contest, Fresh/Big 101 broadcasting, runway models, wedding photos, puppy walk.
 - The BIA office has been surveying the members after each Saturday and have received positive feedback on how their sales have increased; along with how customers coming in are much more positive about the streetscape, and feeling the change in the ambience of the street.
 - Ms. Huggins noted she has had difficulty accessing membership surveys.
 - Mr. Hamilton was pleased with the results of the events and was happy to see staff and volunteers out wearing the brightly coloured Downtown Crew shirts and interacting with the public.
 - The board briefly discussed the pedestrianization (i.e road closure) at future events.
 - Ms. Daniella Fuda noted she would like to see the future road closures focused in the summer .
 - Mr. Hassey noted the cost to closing the street was very high and suggested that 'cost savings' be investigated.

COMMITTEE CHAIR REPORTS

- **Messaging & Events** - Chair, Chad Ballantyne provided the following updates...
 - Open Air Dunlop -
 - Mr. Ballantyne offered kudos to the Open Air Dunlop success.
 - He noted that the committee is researching ways both semi-permanent and/or permanent ways to close the street. He noted that there will be a capital expense, but it will be needed if the street will be closed multiple times a year.
 - It was suggested that Open Air Dunlop was really a great experiment to show that we can do a true downtown promenade, that is vendor merchant store focus.

- **Messaging & Events (continued) -**
 - Winterfest-
 - Still taking place in 2021, but it will be designed for smaller crowds.
 - Chair Hamilton noted that he would like to see the ice sculpture displays that are usually in set-up in Heritage Park, brought up into Meridian Place_Memorial Square and closer to Dunlop Street.
 - Noella -
 - Mr. Ballantyne noted the committee has discussed creative ways to enhance visitor experiences through activations, such as special light projections in Meridian Place_Memorial Square in the evening and/or possibly of projecting old christmas movies onto surrounding buildings.
 - Ms. Woolard mentioned she would like to see christmas music played downtown.
 - Ms. McKenna noted that the BIA has partnered with Corus Radio to play music at the Tree Lot in Meridian Place_Memorial Square over three (3) consecutive Saturdays - November 28th, December 5th, and December 12th.
 - She also noted that BIA Staff is working on having a Santa Letter Box in Meridian Place_Memorial Square.
 - The Rotary Festival of Trees will have their lighting displays set-up both in Meridian Place_Memorial Place and Heritage Park.
 - See below 'The Rotary Festival of Trees' for motion and 2020 sponsorship details.
 - Promenade Days Festival -
 - Mr. Ballantyne noted that the committee would like to see the annual Promenade Days Festival become a truly downtown focused event geared towards local businesses, stores and crafts. The committee has also discussed the possibility of an event name change.
 - Ms. Woolard likes the idea of changing the event's name and making it more merchant focused.
 - Chair Hamilton shared a history of Promenade Days.
 - Midway-
 - Discussion - The board discussed not having a midway set-up on Promenade Days.
 - Ms. Huggins suggested not having a midway at any event.
 - Ms. Woolard noted that she feels that the midway adds a very visible, family friendly kind of fun activity to the event..
 - Ms. Huggins feels that the midway seems dirty and empty.
 - Mr. Paul Lynch noted that he feels that it takes away from parking.
 - Motion - Messaging & Events - Midway - 10_20_2020 BIA Motion #1:
 The Downtown Barrie (BIA) Board of Management moves a motion to exclude a midway from next year's agenda for any events.
 Motion moved by: Mr. Paul Lynch
 Seconded by: Mr. Chad Ballantyne
 Vote: In Favour: 7 Against: 1 Absent: 4
 Approved

- **Messaging & Events (continued) -**

- The Rotary Festival of Trees -

- Discussion - Chair Hamilton noted the value that the BIA gets in it's sponsorship of the Festival of Trees and mentioned the efforts of John Laking, and the Rotary Club, who sets-up the light displays.
- Motion -Messaging & Events - Rotary Festival of Trees Sponsorship - 10_20_2020 BIA Motion #2:

The Downtown Barrie (BIA) Board of Management moves a motion to allocate \$1,000 in the Messaging & Events budget for the 2020 sponsorship of the Rotary Club of Barrie's Festival of Trees.

Motion moved by: Ms. Michelle Huggins

Seconded by: Mr. Chad Ballantyne

Vote: All in Favour
Approved

- Theatre by the Bay Ghost Tours -

- The BIA has received a sponsorship request at \$5,000 for a virtual reality ghost tour project launching in Summer 2021. See '2020_10_20 AR Ghost Production for details
- Discussion on both the motion and the amendment -
 - Mr. Ballantyne noted that the 'app' could be an attraction. He would like to see the Board provide the \$5,000 sponsorship, but noted that they could ask TBTB for more information about who to and where they plan to market the tour.
 - Ms. Mckenna reminded the Board that the sponsorship of the TBTB Ghost Tours is a one time investment for this year to help get the 'app' developed. There could also be future opportunities to advertise the BIA and it's businesses on the app in the post story at an additional sponsorship cost.
 - Mr. Jason expressed concern for the dollar amount of the sponsorship be requested and suggested an amended amount to \$2,500.
- Motion - Messaging & Events - TBTB Ghost Tour Sponsorship - 10_20_2020 BIA Motion #3:

Motion as Amended:

The Downtown Barrie (BIA) Board of Management moves a motion to allocate \$2,500 in the Messaging & Events budget for the 2021 sponsorship of Theatre by the Bay's Augmented Reality Ghost Production.

Amendment moved by: Mr. Jason Ing

Seconded by: Ms. Teresa Woolard

Vote: In Favour: 2 Against: 6 Absent: 4
Amendment Defeated

Motion as Presented:

The Downtown Barrie (BIA) Board of Management moves a motion to allocate \$5,000 in the Messaging & Events budget for the 2021 sponsorship of Theatre by the Bay's Augmented Reality Ghost Production.

Moved by: Mr Chad Ballantyne

Seconded by: Ms. Michelle Huggins

Vote: In Favour: 6 Against: 2 Absent: 4
Approved

- **Messaging & Events** (continued) -
 - Theatre by the Bay Ghost Tours (continued) -
 - Inquiry- Mr. Ing asked for clarification on whether the above approved sponsorship request would be taken from the 2020 budget or the 2021 budget.
 - Chair of the Finance Committee Colin Hassey noted that the funds would be taken then from the 2020 budget.
 - Other Events-
 - Ms. Huggins would like to see a Maple Syrup Festival take place on Maple Avenue. She also reiterated her desire for a 'dog' featured event (i.e woofstock).
- **Safe, Clean & Beautiful** - Chair, Cait Patrick (Regrets)
 - No formal report from Committee Chair this time.
 - The Executive Director provided a brief update.
 - Mural Project -
 - The mural project has been fully funded through the generosity of donors. Downtown Barrie had (2) murals go up on October 3rd and another four (4) which are in the works. The public will be encouraged to tour the downtown to discover them.
 - Recognition of all the partners is listed in the MacLaren Art Centre front windows.
 - Safety Concerns -
 - Ms. Huggins noted concern about the recent violent incidents which have occurred within downtown Barrie and how these incidents are portrayed by the media and contribute to the public's perception. She also noted the need for more surveillance cameras.
 - Mr. Hassey inquired about where the security cameras, which the BIA pays for, are located.
 - Mr. Ing noted that they used to be on the light standards, but they have been removed and may no longer be operational.
 - The Board discussed safety concerns overall, as well as the state of the surveillance cameras within the downtown.
 - Mr. Lynch noted that cameras are helpful, but feels that the root of the safety and security problems need to be addressed.
 - Ms. McKenna noted that the BIA Office is in frequent contact with the Barrie Police CRU (Community Response Unit) and recently spoke to them to gain some further insight and information about those recent incidents.
 - Mr. Ing requested that the BIA Office contact the City of Barrie and request that the street lights west of Bayfield Street be hooked back up. He noted that this would be of assistance to dealing with some of the safety and security concerns within the west end.
- **Reopening of Businesses** - Chair, Teresa Woolard
 - No formal report from Committee Chair this time.
 - The Executive Director reported on the Marketing & Advertising Campaign -
 - Ms. McKenna noted that the Board approved spending \$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.
 - Ms. McKenna noted that about \$10,000 on marketing Open Air Dunlop and other portions will be used to also market Noella Festival.
 - The BIA received a RTO7 Grant for \$5,000 to help market Autumn in the City & Open Air Dunlop in the Barrie area.
 - She noted that the committee hopes to have some marketing analytics from the campaign to present at the next meeting.

- **Governance** - Chair, Paul Lynch
 - No formal report from Committee Chair this time.
 - Mr. Lynch noted that the Committee is still waiting to hear back from Barristion with a draft version of the constitution.

- **Finance** - Chair, Colin Hassey provided the following update...
 - Budget Process -
 - Finance Chair Hassey reminded directors to start submitting 2021 budget requests into the BIA office so that staff have enough time to prepare any research on items.. He noted that the Finance Committee hopes to have a draft 2021 budget ready by early December.
 - Ms McKenna noted that she has already begun to receive 'wish list items' from most committees; in which she and Secretary/Treasurer Huggins will review next week.
 - She also noted that she will reach out to the City's Treasurer Craig Millar for more information about the BIA receiving it's January 1st levee.
 - Transition from the City -
 - Ms. McKenna noted that the transition started October 1st. The BIA received a cheque from the City for \$ 300,000. The remaining BIA balance was held back by the City of Barrie in order to process possible future unforeseen expenses in 2020.
 - The City will continue to provide payroll services until the end of the year to simplify CRA procedures mid-year. Full payroll transition will take place by December 31st, 2020.
 - The BIA Office is now able to write our own cheques and is working with our own Accountant to ensure that our year end report is in line with the City and their audit process with Deloitte.
 - Security Camera Payments -
 - Mr. Hassey noted that, as part of the transition process, the City has held back the \$5,000 for the cameras.
 - He noted that at the September Regular Meeting the Board passed a motion that they would hold off issuing a payment for the security cameras, or the streetscape, unless the City of Barrie requested a payment.
 - Discussion -
 - The Board discussed if they are going to push back regarding the direct withdrawal from the BIA account without a formal request. Mr Hassey inquired how many years are left of the payment schedule.
 - Secretary Treasurer Huggins noted that eight (8) payments of \$5,000 have been made with two (2) payments left.
 - The Board discussed if they are getting any benefit from the program and are the cameras functioning, who is monitoring them, along with, are the cameras purchased the type the BIA originally agreed to pay for.
 - Motion - Finance - Security Camera Inquiry to the City - 10_20_2020 BIA Motion #4: The Downtown Barrie (BIA) Board of Management moves a motion to contact the City of Barrie and Barrie Police for some research in regards to the state and specifications of the current camera/program the BIA is paying for, who is monitoring the cameras; along with some statistics on their use.

Motion moved by: Mr. Paul Lynch
 Seconded by: Mr. Colin Hassey
 Vote: All in Favour
 Approved

- **Insurance** -
 - Ms. McKenna noted that the BIA has obtained D&O Liability Insurance Coverage.
 - Special thanks to Ms. Fuda for spearheading this project.

EXECUTIVE DIRECTOR'S CLOSING REMARKS

- Annual General Meeting (AGM) -
 - Ms. McKenna noted that she had tentatively scheduled the BIA's AGM for December 8th, 2020. However, she is now suggesting that it be pushed back to January because the Board will want to present the new constitution and have it approved by the membership.
 - The Governance Committee is still waiting on Barriston in regards to a draft.
- Residential Committee update -
 - The City's General Manager Infrastructure and Growth Management Andrea Miller has reached out to Ms. McKenna to outline the process on how the residential committee can appropriately relay information and thoughts to the City's file planner.

Adjournment at 6:46pm

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| Motion moved by: | Mr. Colin Hassey |
| Seconded by: | Mr. Jason Ing |
| Vote: | All in favour |
| | Approved |

Next Meeting: November 17th, 2020