

Downtown Barrie Business Association (BIA)  
**September Board Meeting - Minutes**

Tuesday, September 22, 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  
Mr. Randy Aylwin

Staff in Attendance:

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

Regrets:

Ms. Cait Patrick  
Ms. Teresa Woolard

Staff Regrets:

Ms. Kristen Eatch, Project Manager

Absent:

Councillor Jim Harris  
Councillor Sergio Morales

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**CALL TO ORDER**

- Chair Rob Hamilton called the regular Downtown Barrie Business Association (BIA) Board of Management September 22nd, 2020 meeting to order at 5:06pm.

**CHAIR'S OPENING REMARKS**

- Chair Rob Hamilton noted that OBIAA's Kay Mathews spoke to the Board of Management (the Board) at the last meeting (August 25th, 2020). Ms. Mathews recommended, at that meeting, that the Downtown Barrie (BIA) make regular presentations to the City of Barrie Council to educate the community, as well as to celebrate accomplishments..
- Action - Executive Director Kelly McKenna will contact the City's CAO or Clerk's Office to request a deputation.

**DOWNTOWN BARRIE (BIA) BOARD OF MANAGEMENT MEETING**

Motion to approve agenda

Moved by: Mr. Jason Ing, Vice Chair  
Seconded by: Ms. Daniela Fuda  
Vote: All in favour                      Approved

Motion to approve August 25th, 2020 meeting minutes

Moved by: Mr. Colin Hassey  
Seconded by Mr. Chad Ballantyne  
Vote: All in favour                      Approved

## **EXECUTIVE DIRECTOR'S REPORT - See report for details**

- Executive Director gave an update on current BIA projects:
  - Lakeshore Mews Waste Pilot Project -
    - The pilot project into its third week and is going well with the bins being used by the participating businesses. The cardboard bin will be delivered next week. After which there will be both a regular waste bin and a cardboard bin. The pilot has four (4) restaurants participating in which the BIA office is in communication every week. If the pilot is a success, we have already identified some other locations for a similar program.
  - Beautification Coordinator-
    - Downtown Barrie (BIA) has unfortunately lost another Beautification Coordinator. Search continues, referrals welcomed.
  - Summer Student -
    - Ben Stevens has been re-hired to assist the BIA office through the 2020 Summer Experience Program Ontario Grant. The program has been modified and the funding extended into the autumn and winter months due to the pandemic. He will be assisting with some administration tasks, specifically social media and sales force, along with some beautification & cleanliness tasks. The student worked for the BIA office last summer assisting with similar projects. Chair Hamilton expressed concerns with the BIA office about being too top heavy with administration roles.
  - Mini Santa's Village in Meridian Place -
    - The owner of Santa's Village in Bracebridge is still considering bringing some of the assets/pieces to Meridian Place. However, they are not in a position to sponsor the set-up. The Executive Director noted the opportunity for the BIA's Fundraising Coordinator Glenn Coulson to fundraise the sponsorship with other partners.
  - Mural Project -
    - Two (2) murals will start going up October 3rd at the BIA office building and BMO building, which are both owned by Mr. Paul Lynch. Both murals have been funded through Glenn Coulson & Associates. Donors to date: City of Barrie and Mr. Barry Peacock.
  - Street Planters -
    - The City of Barrie is unwilling to plant any foliage in the new Dunlop street planters, this year, because they are under warranty with the construction company until the project is complete.
  - Marketing Initiatives -
    - Ms. McKenna, Ms. Teresa Woolard, Ms. Cait Patrick, Ms. Michelle Huggins met recently with P\_ZZA's Stefano D'Agostino to discuss marketing. At this meeting, they came up with a Marketing Plan for the remainder of the year which considers all different types of media (tv, radio, print, social, etc) to gather data for 2021.
      - See 'Reopening Committee Marketing Plan' for more details.
  - HR Committee -
    - OBIAA has offered to share their Human Resources (HR) Policy template to assist the Downtown Barrie BIA office with drafting its own policy. The Executive Director requested that the Board strike up a HR Committee to assist with reviewing the policy and for handling any future staffing issues. She noted the importance of an HR Committee as the BIA moves away from the City of

Barrie because after October 3rd, the BIA will no longer have HR resources provided by the City.

- Autumn in the City Lineup -
  - Open Air Dunlop -
    - The BIA's first Autumn in the City event, Open Air Dunlop is scheduled for this upcoming Saturday (September 26th) and three (3) more are scheduled for subsequent Saturdays (Oct 3rd, Oct 10th, and Oct 17th). Beautification has already started with the gateway banners going up at Owen/ Dunlop, along with Mulcaster/Dunlop. The Executive Director noted that she heard mention of the event this morning on Fresh 93.1 radio. The event's messaging has been inviting people to come down -- ride your bikes, walk, jog, pop into a shop or patio. Program is very passive because of limitations put in place by the Health Unit and COVID-19 protocols.
  - Culture Days - Artist in Biz -
    - The BIA has had over ten (10) businesses sign up to host an artist in their business during Culture Days/Open Air Dunlop.
  - October Tasting Trail -
    - The BIA has partnered with Snapd Barrie to present the 2020 October Tasting Trail digitally. Participants that download the Snapd HUB App, visit ten (10) or more locations, and enter each location code, will be entered into a draw for a \$250 Lifeline e-card. The business which has the most entry codes submitted will also receive a feature in Snapd Barrie.
  - Pumpkin Trail -
    - Families will be encouraged to bring their already carved pumpkin to Meridian Place the afternoon of Sunday, November 1st (the day after halloween). The BIA will replace any candle with battery powered lights and have them on display for a couple of hours that evening for the public viewing. The office has also connected with the Wishing Well Animal Sanctuary to take them after to be used for animal feed.
- Remembrance Day - Mr. Jason Ing inquired.
  - The Executive Director noted that the City of Barrie is still trying to figure out how to mark the occasion. Mr. Ing suggests that the BIA office reach out to both the Base Borden, the City, and the Legion and have a position on this matter.
- Noella in the City Lineup -
  - Santa Claus Parade -
    - Barrie's Chamber has cancelled the parade for this year.
  - Mini Santa Village -
    - See 'Executive Director Update' in minutes.
  - Holly Days
    - October Tasting Trail snapd Hub app will be modified during Christmas season to a retail shopping contest (Hollydays).
  - Hospice Tree Lot -
    - The BIA office has reached out to Hospice Simcoe to partner for the Tree Lot.
  - Festival of Trees /Meridian Christmas Decor -
    - The BIA office has a meeting scheduled with Rotary and the City of Barrie to talk about decor in Meridian Place and the Rotary Festival of Trees during this Holiday season.

- Festival of Trees /Meridian Christmas Decor (continued)-
  - The Executive Director is pushing for the City to cover the cost of installing a big tree in Meridian Place. The BIA office is also investigating the option of installing smaller trees, closer to Dunlop Street. However, the cost of the lights and new tree stands would be about the same cost as the large tree. Chair Hamilton noted he would rather give the money to the Rotary Festival of Trees to have them provide some unique activation in Meridian.

## COMMITTEE CHAIR REPORTS

- **Messaging & Events** - Committee Chair Chad Ballantyne
  - Mr. Ballantyne gave a verbal update on the following...
    - Open Air Dunlop -
      - Despite having to pivot a lot of the planned programming because of concerns around COVID-19, Open Air Dunlop working group meetings have been great. He commended staff and team for all the positive coverage that Downtown Barrie has been receiving for Open Air Dunlop and most of it for free.
      - He quickly ran through some of the activities apart from Open Air Dunlop touching on the Puppy Parade, Artist in Biz, patios, etc.
        - The Executive Director expanded on the Puppy Parade noted that Cope Service Dogs will be downtown on Saturday October 17th, to walk their dogs. She noted that the BIA has invited various culture groups to come down and walk down Dunlop street to passively showcase themselves to visitors.
      - The Board briefly discussed 'pet based' activations. Chair Hamilton noted he likes the idea of encouraging people to come down with their pets
- **Safe, Clean & Beautiful** - Committee Chair Cait Patrick (Absence)
  - No report from Committee Chair this time.
  - Mr. Jason Ing noted recent newspaper articles have named potential locations for supervised consumption sites, which are all suggested to be located within the downtown or in very close proximity.
    - Supervised Consumption Site/Supervised Injection Site (SCS/SIS) (continued) -
      - Discussion - The board discussed taking a position on Supervised Consumption Site/Supervised Injection Site (SCS/SIS).
      - Motion - SCS/SIS - 09\_22\_2020 BIA Motion #1:
 

Motion as Amended:

The Downtown Barrie (BIA) Board of Management (the Board) moves a motion, based on survey results from the membership, to not support a supervised injection site/supervised consumption site within 1km of the current BIA boundary.

Amendment moved by: Ms. Michelle Huggins

Seconded by: Mr. Randy Alywin

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

Amendment Defeated

■ Supervised Consumption Site/Supervised Injection Site (SCS/SIS) (continued) -

○ Motion - SCS/SIS - 09\_22\_2020 BIA Motion #1: (continued) -

Motion as Presented:

The Downtown Barrie Business Association does not support the existence of a safe consumption/injection site (SCS/SIS) within a one (1) kilometer radius of the current BIA boundary.

Moved by: Mr Chad Ballantyne

Seconded by: Mr Colin Hassey

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

Approved

● **Reopening of Businesses** - Committee Chair Teresa Woolard (Not Present)

- No report from Committee Chair this time.

- Executive Director McKenna noted the Reopening of Businesses Committee did meet to discuss marketing for the rest of the year and gathering data for 2021.

- See 'Executive Director Update' in minutes, along with 'Reopening Committee Marketing Plan' for more details.

● **Governance** - Committee Chair Paul Lynch

- Mr. Paul Lynch noted that the Committee has met with Barriston again and they are drafting revisions to the constitution. It is expected that they will be bringing back a revised document to the board very soon.

● **Residential Development & Property Reassessment** - Committee Chair Chair Paul Lynch

- Mr. Paul Lynch noted that he is pleased that all these residential developments are marketing Barrie to the GTA. He noted that he is amazed at how the market is heating up even in a pandemic and that and that we are starting to see the results of bringing big players to town.
- Chair Hamilton noted that he has nothing to add at this time, but hopes to have something to report back with at the next meeting.

● **Finance** - Committee Chair Colin Hassey

- Mr. Hassey gave a verbal update on the following...

■ Meridian Place Payment Agreement Legal Opinion -

- Currently, the Meridian Place payment agreement legal opinion has only been circulated to the Finance Committee. Mr. Colin Hassey requested that the opinion be circulated to the rest of the board prior to the next meeting. Mr. Hassey summarised the report.
- Discussion - The board briefly discussed payment opinions as outlined in the legal opinion.
- Action - Executive Director will circulate the opinion.

■ Liability Insurance Coverage -

- Ms. Daniella Fuda is suggesting that the Board get Directors & Officers (D&O) Liability Insurance coverage. She presented a table providing a breakdown and analysis.
  - Please see 'D&O Liability Insurance Coverage Table'..
- Discussion - The board briefly discussed Ms. Fuda. breakdown and analysis.

■ Liability Insurance Coverage (continued) -

■ Motion - Liability Insurance Coverage - 09\_22\_2020 BIA Motion #2

The Downtown Barrie (BIA) Board of Management (the Board) moves a motion to immediately put in place additional Board insurance coverage at a cost of no more than \$5,000.

Moved by: Mr Colin Hassey

Seconded by: Mr Jason Ing

Vote: In Favour: 7 Against: 0 Abstain: 1 Absent: 4

Approved

○ Streetscape & Camera Payments -

■ Finance Chair Hassey noted that both the streetscape and security cameras are two (2) capital projects that the BIA is funding, however there is no agreement with either than historical BIA motions. He noted that the City is not expecting the money, so the Board should not be offering.

■ Discussion prior to the motion- The Board offered no further discussion.

■ Motion - Streetscape & Camera Payments - 09\_22\_2020 BIA Motion #3:

The Downtown Barrie (BIA) Board of Management (the Board) moves a motion to not make any further payments with respect to Streetscape Project and Camera project unless requested by the City of Barrie and approved by the Board.

Moved by: Mr Colin Hassey

Seconded by: Mr Paul Lynch

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

Approved

○ Discussion after the motion-

○ Chair Hamilton asked for clarification and detail about both the Streetscape and the Meridian Place commitments. He also asked for clarification re the BIA's budget and levy collection process and noted the importance that the BIA is responsible for making the decision who it is going to pay, when it is going to pay and how much it is going to pay, and not the City of Barrie. He commented that the BIA should uphold its obligations, but also take advantage of any opportunity to renegotiate terms.

○ Finance Committee Chair Hassey noted that Meridian Place has a signed agreement in place, which has been presented to the BIA's lawyers for review. These other commitments, ie the Streetscape and Cameras, do not have agreements. He thinks that it would be irresponsible for the BIA to continue to make multi year payments without a signed agreement and just motions passed the board.

○ Ms. Huggins noted that she voted 'no' to the above Streetscape & Camera Payments motion' because she was in favour of the previous Board's StreetscapeCommitment motion. She also noted that there are still board directors on the BIA Board that voted in favour of the commitment.

○ Ms. Fuda suggested that a question of how binding motions are should be brought up to Barriston at the next governance committee meeting.

○ Governance Committee Chair Paul Lynch noted that the Board should not lose sight of its obligation to the BIA membership.. He noted that the current constitution does not seem to allow the Board the authority to encumber the budget, for several years, without an appropriate agreement in place.

○ Ms. Huggins noted at the April 2019 Special Board of Management Meeting the following 'streetscape contribution' motion was approved.

- o Streetscape & Camera Payments (continued) -
  - o Discussion after the motion (continued) -

■ **04\_2019 BIA Motion:**

The Downtown Barrie (BIA) Board of Management (the Board) moves a motion to contribute \$300,000, over a period of ten years, to the Dunlop Streetscape Project for the Enhanced Streetscape portion, and that the BIA Office continue to liaise with the staff in the Engineering Department in regards to the project schedule, specifically shortening the 2019 Patio Season to allow a construction start date of September 10, 2019.

Moved by: Mr. Tom Ambeau Jr.

Seconded by: Mr. Wayne Hay

Vote: In Favour: 9

Not in Favour: 2

Approved

- o Ms. Huggins reiterated to the board that at the time that the streetscape contribution-04\_2019 motion was approved the BIA had a full board of directors.

- o Action - Executive Director will present the matter to Barriston for a legal opinion.

- o Budget Process -

- Finance Chair Hassey requested that the Board please state submitting any budget requests in order to give BIA staff enough time to prepare a report.

## EXECUTIVE DIRECTOR'S CLOSING REMARKS

- AGM -
  - o Instead of Christmas Social, the Executive Director is suggesting a Zoom meeting with the Membership be scheduled in early December to discuss the BIAs new independence from the City of Barrie, goals and objectives of the Board. Mr. Lynch would also like to see the new constitution be discussed and brought to the membership, as soon as possible, for ratification.

Adjournment at 7:06pm

Motion moved by:	Mr. Jason Ing
Seconded by:	Ms. Daniella Fuda
Vote:	All in favour
	Approved

Next Meeting: October 20th, 2020