

Downtown Barrie Business Association (BIA)  
**Special Budget Meeting - Minutes**

Tuesday, December 8, 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. Cait Patrick  
Ms. Teresa Woolard  
Councillor Sergio Morales  
Councillor Jim Harris

Staff in Attendance:

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

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**CALL TO ORDER**

- Chair Rob Hamilton called the Downtown Barrie Business Association (BIA) Board of Management Special Budget Meeting on Tuesday, December 8, 2020 to order at 5:06pm.

**BOARD MEMBER RESIGNATION -**

- The Downtown Barrie (BIA) Board of Management moves a motion to accept the resignation letter of Board Member Randy Alywin received by the Executive Director via email on Tuesday, December 1, 2020 at 3:06pm.

- **Discussion regarding filling the vacancy:**

- Secretary Treasurer Michelle Huggins read the following...

**01\_21\_2020 BIA Motion #5:**

*The Downtown Barrie Business Association (BIA) Board of Management moves a motion to add an amendment to the '11\_06\_2019 BIA Motion Record' (2 pages); specifically '11\_06\_2019 BIA Motion # 4' to 'RESCIND 'BIA MOTION #09\_2019 Motion #4' with the following stipulation: "Noting that the six (6) vacancies will be filled by candidates #1 through #6, and that should a Board member resign prior to January 1, 2021, the Downtown Barrie Business Association (BIA) Board of Management will automatically invite candidate #7 to fill the vacancy. Should #7 decline the invitation, the Board would then extend the invitation to #8 and so forth until the seat is accepted."*

*Motion moved by: Interim Chair Sergio Morales*

*Seconded by: Ms. Teresa Woolard*

**Vote:** *All in Favour*

**Approved**

- The Board briefly discussed the motion along with seeking out a clarification from Barriston.

## **BOARD MEMBER RESIGNATION** continued-

- **Action:**
  - Executive Director Kelly McKenna will seek out clarification on the matter and report back to the Board with more information.

**BUDGET OVERVIEW:** *Please see '2021 Draft Budget Presentation' for details.*

- **MOTION TO MOVE IN CAMERA -**
  - **2020\_12\_08\_BIA Motion #1:**

The Downtown Barrie (BIA) Board of Management moves a motion to move in camera at 5:23pm.

*Motion moved by: Mr. Jason Ing*  
*Seconded by: Mr. Colin Hassey*

**Vote:** *In Favour: 6 Not in Favour: 5*  
**Approved**

## **MINUTES & MOTIONS IN REGARDS TO BUDGET:**

- **MOTION TO MOVE OUT OF IN CAMERA -**
  - **2020\_12\_08 BIA Motion #2:**

The Downtown Barrie (BIA) Board of Management moves a motion to move out of in camera session at 8:05pm.

*Motion moved by: Mr. Colin Hassey*  
*Seconded by: Ms. Michelle Huggins*

**Vote:** *All in Favour*  
**Approved**

## **ORGANIZATIONAL MANAGEMENT:**

- **2020\_12\_08 BIA Motion #3:**

The Downtown Barrie (BIA) Board of Management moves a motion to accept the Organizational Management portion of the 2021 budget.

*Motion moved by: Mr. Colin Hassey*  
*Seconded by: Ms. Daniela Fuda*

**Vote:** *All in Favour*  
**Approved**

## **FUNDRAISING PROPOSAL:**

- Chair Hamilton read out to the Board the two (2) suggested 2021 Fundraising motions:
  - Neither of the options for these motions received a first or a seconder.
  - No vote was taken.

## **PROFESSIONAL FEES:**

- **2020\_12\_08 BIA Motion #4:**

The Downtown Barrie (BIA) Board of Management moves a motion to accept the Professional Fees portion of the 2021 budget.

*Motion moved by: Mr. Colin Hassey*  
*Seconded by: Ms. Michelle Huggins*

**Vote:** *All in Favour*  
**Approved**

## **COMMUNITY SAFETY:**

- **Motion:**
  - **2020\_12\_08 BIA Motion #5:**

The Downtown Barrie (BIA) Board of Management moves a motion to allocate \$50,000 for the Community Safety portion of the 2021 budget.

*Motion moved by: Mr. Jason Ing*  
*Seconded by: Ms. Daniela Fuda*

**Vote:** *Favour: 6 Not in Favour: 5*  
**Approved**

**Amendment to Motion:**

That none of the money allocated in the Community Safety portion of the 2021 budget be used to pay for Sussex.

*Motion moved by: Ms. Michelle Huggins*

*Seconded by: Councillor Sergio Morales*

**Vote:** Favour: 3 Not in Favour: 7

**Not Approved**

**MARKETING & PROMOTIONS:**

○ **Background:**

- Executive Director Kelly McKenna reiterated her ask for the Board to allocate \$40,000.00 in the 2021 Marketing and Promotions budget towards the Rebranding, Comms Strategy, and the Website redevelopment projects.
- She also noted that in January, the BIA will no longer have a contract with Gel Agency, who is currently hosting the BIA's website. As such, she would like to have a budget in place so that we can move forward with the project.

○ **Discussion:**

- Mr. Hassey noted he does not think it's the right time for a rebrand or think that it is necessary with respect to website redevelopment. He noted that the BIA should be able to achieve everything needed within a \$10,000.00 budget scope and that \$20,000.00 to redesign this website is a lot of money.
- Councillor Sergio Morales expressed concern about how a lesser budget would affect e-commerce capabilities on the website and also inquired about current hosting.
- Mr. Ballatyne noted concerns about what is currently being requested in the BIA's current RFP. Councillor Morales echoed Mr. Ballatyne's concerns.
- Mr. Lynch and Ms. Woolard noted that they would rather see these funds used for pedestrianization.
- In regards to the events portion of the Marketing & Promotions budget, Mr. Ing noted his concerns with the marketing of winter events given the current situation with COVID.

○ **Motions:**

■ **2020\_12\_08 BIA Motion #6a as Amended:**

The Downtown Barrie (BIA) Board of Management moves a motion to allocate \$15,000.00 (~~\$40,000.00~~) in the Marketing & Promotions portion of the 2021 budget towards the Rebranding, Comms Strategy, and the Website redevelopment projects.

*Motion moved by: Ms. Michelle Huggins*

*Seconded by: Councillor Sergio Morales*

*Amendment moved by: Mr. Colin Hassey*

*Amendment seconded by: Mr. Paul Lynch*

**Vote:** Favour: 7 Not in Favour: 3

**Approved**

■ **2020\_12\_08 BIA Motion #6b as Amended:**

The Downtown Barrie (BIA) Board of Management moves a motion to allocate \$15,000.00, which would include \$10,000.00 for website and \$5,000.00 for web hosting, in the Marketing & Promotions portion of the 2021 budget (~~the Rebranding, Comms Strategy projects~~).

*Amendment moved by: Mr. Colin Hassey*

*Amendment seconded by: Mr. Paul Lynch*

**Vote:** Favour: 6 Not in Favour: 5

**Approved**

■ **2020\_12\_08 BIA Motion as Amended #7:**

The Downtown Barrie (BIA) Board of Management moves a motion to allocate \$30,000.00 (~~\$40,000.00~~) to the 2021 Marketing & Promotions budget.

*Motion moved by: Ms. Teresa Woolard*

*Seconded by: Ms. Michelle Huggins*

*Amendment moved by: Mr. Jason Ing*

*Amendment seconded by: Ms. Daniela Fuda*

**Vote:** Favour: 6 Not in Favour: 5

**Approved**

■ **2020\_12\_08 BIA Motion #8:**

The Downtown Barrie (BIA) Board of Management moves a motion to allocate \$28,000 for the Beautification portion of the 2021 Marketing & Promotions budget.

*Motion moved by: Ms. Daniela Fuda*

*Seconded by: Mr. Jason Ing*

*Amendment moved by: Mr. Jason Ing*

*Amendment seconded by: Ms. Daniela Fuda*

**Vote:** All in Favour

**Approved**

**EVENTS:**

○ **Motion:**

■ **2020\_12\_08 BIA Motion #9:**

The Downtown Barrie (BIA) Board of Management moves a motion to allocate \$130,000.00 Events portion of the 2021 budget.

*Motion moved by: Ms. Michelle Huggins*

*Seconded by: Mr. Colin Hassey*

**Vote:** All in Favour

**Approved**

**Motion to Adjourn at 9:05pm**

*Motion moved by: Ms. Teresa Woolard*

*Seconded by: Mr. Chad Ballantyne*

**Vote:** All in Favour

**Approved**

**Next Meeting:** Tuesday, December 15, 2020 - 5pm - Special Board Meeting