

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

Tuesday, November 17, 2020
5pm Via Zoom



In attendance:

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

Staff in Attendance:

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

Regrets:

Ms. Cait Patrick

Absent:

Ms. Teresa Woolard
Councillor Sergio Morales

Public Attendance:

3 guests

CALL TO ORDER

- Chair Rob Hamilton called the regular Downtown Barrie Business Association (BIA) Board of Management (the Board)'s November 17th, 2020 meeting to order at 5:08 pm.

DOWNTOWN BARRIE (BIA) BOARD OF MANAGEMENT MEETING

Motion to approve agenda

Moved by: Ms. Michelle Huggins
Seconded by: Councillor Jim Harris
Vote: **All in favour** **Approved**

Motion to approve both the September 22nd, 2020 and the October 20th, 2020 meeting minutes.

Moved by: Mr. Colin Hassey
Seconded by: Mr. Jason Ing

Motion to approve both the September 22nd, 2020 and the October 20th, 2020 meeting minutes continued:

- Discussion about Minutes -

- Vice Chair Jason Ing asked for clarification from Secretary Treasurer Michelle Huggins in reference to the September 22, 2020 minutes on why the addition of the '04_2019 Streetscape Contribution Motion'.
 - Ms. Huggins read the motion out loud and felt it should be minuted.
- Mr. Ing requested that in the spirit of full transparency the following be noted:
 - At the 2019 Board meeting, in which the '04_2019 Streetscape Contribution Motion' was approved, he recalls the Ward 2 Councillor, who at the time also held a position as a BIA Board Member, received a text from the Mayor indicating that 'if the BIA does not support the project then it is dead in the water, or at least there's going to be a scaling back.'
 - Ms. Huggins reiterated that historically there were three (3) motions in reference to the BIA's Streetscape presentation. She believes Mr. Ing is referencing a conversation that occurred at the meeting the first time the Board voted on a Streetscape motion.
- Mr. Ing reiterated that he still feels that it is important to note the text interaction between the Ward 2 Councillor and the text from the Mayor in the current Board meetings minutes.
 - He also noted that current Board Members Mr. Chad Ballantyne and Mr. Paul Lynch were in attendance at the meeting, in which the above interaction occurred.
- Mr. Paul Lynch noted that the Governance and Finance Committees are still trying to get clarification from the lawyers at Barriston about the 'Streetscape Contribution Motion' and that there may be a constitutional conflict with that item.
- Vote to approve both the regular September 2020 meeting and the regular October 2020 meeting minutes:

All in favour

Approved

CHAIR'S OPENING REMARKS

- Social Service Campus Concept - Circle of Care Method -
 - Chair Rob Hamilton noted he has reached out to past BIA Chair Wayne Hay, along with William Moore and Lynn Strachan, for an update on the work to date.
 - He has set a meeting with Mr. Hay, Mr. Moore, Ms. Strachan, Barrie Police Chief Greenwood and other key partners to discuss the concept/opportunities.
- Christmas Decor & Events in Meridian Place -
 - The Rotary Club is working on lights. He noted that BIA Staff are consistently sourcing out partnerships and looking to other communities for unique opportunities for seasonal activations and opportunities which will be memorable.
- Pedestrianization -
 - Mr. Hamilton is very pleased with the success of Open Air Dunlop, especially with the last pop-up one. These events attracted about 22,400 people to our downtown.
 - He noted that he was happy to see staff and volunteers out wearing the brightly coloured Downtown Crew shirts and interacting with the public; which he feels will assist with reversing the perception of being uncomfortable downtown.

EXECUTIVE DIRECTOR'S REPORT -

- **Public Relations Strategist Proposals -**
 - *Please see 'Sussex Strategy Group Proposal - re Downtown Safety Perception Issue' along with 'CATALYST Communications Choreography - Public Relations Strategist Proposals - INTRODUCTORY PROPOSAL' for more information.*

- **Presentation:**
 - Executive Director Kelly McKenna discussed that the PR strategies include the following objectives which are to create the messaging around the downtown as being safe and vibrant. She noted the BIA businesses are our champions and the need to highlight them as the heart of our downtown. She also mentioned the part that lifestyle attractions and tourism planning can play as part of the message that downtown Barrie is a great place to live.
 - *Ms. McKenna invited Ms. Amanda Sutton with CATALYST Communications Choreography into the meeting to present to the Board.*
 - Ms. Sutton provided a brief background and the names of some of the clients she has worked with.
- **Q&A**
- **Discussion after presentation:**
 - Ms. McKenna noted that there are two (2) public relations strategist proposals for the Board to review. Proposals mentioned above from CATALYST Communications Choreography and another from Sussex Strategy Group.
 - The Board discussed the need to move quickly with their decision to select a public relations firm. They also discussed the differences between the messaging in each firm's proposal.
 - The majority of the Board expressed a desire that the messaging presented by the chosen public relations firm should include or reference the BIA's approved position statement regarding a Supervised Consumption Site (SCS).
 - It was also noted that the membership of the Downtown BIA would like to know what oversight and policies are in place that consider location, efficiency of services, and impact on member businesses, land owners, customers and residents in the area.
 - Ms. Michelle Huggins noted that the BIA has problems overall with safety in the downtown and does not want to see the Board spend money on just the issue of an SCS.
 - Mr. Randy Aylwin questioned the cost of the Sussex proposal
 - Executive Director McKenna provided clarification.
 - Mr. Aylwin noted that if the Board already has the messaging then he does not understand why money needs to be spent on a firm to issue statements.
 - He added that he believes from the Barrie City Councillors that he has spoken to that Council is on the side of not having an SCS downtown. As a result, he personally thinks that the BIA should save the money and lobby Council ourselves.
 - The Board continued to discuss the messaging along with the cost of each firm's proposal. They also discussed the opportunity to fundraise to offset costs.
 - Ms. Huggins reiterated that she feels this messaging needs to be included in the motion.
 - *Chair Hamilton referenced proper meeting procedure which would be for Ms. Huggins to put forth an amendment to the motion.*
 - *It was noted by other Board Members that the messaging is outlined in the submitted Sussex proposal.*
 - *Secretary Treasurer Huggins noted that she has not yet reviewed the proposal as it had only been received an hour before the start of the meeting. No amendment was provided.*
- **Motion:**

2020_11_17 BIA MOTION #1:

The Downtown Barrie (BIA) Board of Management moves a motion to accept in part the Sussex proposal on the floor, minus the digital media

campaign, at a cost of \$28,000.00 and to go to the membership for contributions or attempt to fundraise at least half of the total amount.

Motion moved by: Mr. Paul Lynch

Seconded by: Mr. Colin Hassey

Vote: In Favour: 4 Against: 3 Abstain/Absent: 4

Approved

- **RFP for Brand & Website Development:**

- **Background:**

- Executive Director Kelly McKenna noted that the rebrand would include a new logo and website. She noted that the logo is eight (8) years old and the current website is not very user friendly. She noted that it is currently a 'wishlist' item from her.

- She suggested that this item be tabled until the next Special Board meeting which will take place Tuesday, December 8th, 2020 to discuss the 2021 budget.

- **Discussion:**

- Mr. Hassey noted his concerns about spending the money on a rebrand right now. He does not see the return on investment at this time.
- Ms. Huggins expressed that this is the appropriate time with the new streetscape.

TREASURER'S REPORT -

- [Please see the following documents for more details...](#)

- ['Treasurer's Report - Capital Investments & Fundraising updates - 11.17.2020'](#)
- ['Budget vs Actuals 2020 11.17.pdf'](#)

- **Presentation:**

- Ms. Michelle Huggins provided a high level overview of the following...

- Meridian Place -

- The BIA has collected this year \$159,000.00 in payments from sponsors.

- Streetscape -

- There is no update.

- Security Cameras -

- We are at year eight of ten at \$5,000.00 a year.

- Sandbox -

- We are at year three of five at \$10,000.00 a year.

- 55 Mulcaster -

- We just received an update that an Assessment Review Board decision to lower the assessment value of 55 Mulcaster, which will in return drop our levy.

- Budget versus actuals -

- An update was provided on the financials for each of the following categories: Organizational & Management, Events, Messaging, Safe/Clean/Beautiful, COVID Streetscape, Fundraising and Capital Investments

- **Questions/Comments**

- Vice Chair Ing and Chair Hamilton thanked Ms. Huggins for her hard work.

- Chair Hamilton asked for some clarification on the Coulson & Associations fundraising item.

COMMITTEE CHAIR REPORTS -

- **Events - Chair, Chad Ballantyne**

- Open Air Dunlop:

- Mr. Ballantyne noted that he really appreciated the reporting in regards to the polls and surveys done. Ms. McKenna noted that the link to the membership feedback form was in the Executive Director's report. Businesses reported sales up 80%. Kudos to the team and those that

pushed social media. This is an example of a “non-event” that had more of a return than some of the massive events we have done that have cost us a lot of money.

- Committee Strategy & Budget Planning:
 - Background:
 - Mr. Ballantyne briefly outlined the Committee's strategy for planning and budgeting in the new year. He noted that the Committee is suggesting that their portion of the budget be broken into five (5) categories, focused on the seasons, and he provided a brief explanation of the categories and events/activations (both new and existing). He also outlined how pedestrianization will be incorporated into each season.
 - Discussion:
 - Ms. Huggins noted that the committee might want to rethink the ‘in the City’ branding because some people confuse it with Toronto.
 - The Board discussed extending pedestrianization to multiple days, or over a weekend, and also discussed pursuing more permanent or semi-permanent options for closing the street.
- MacLaren Art Centre Auction Sponsorship was discussed. No motion to move forward.
- **Restructuring of Committees:**
 - **Background:**
 - Executive Director McKenna noted that she would like to reshuffle the committees in order to better focus on action items that concern our members such as safety and the messaging around it.
 - She is therefore suggesting the creation of a Safety & Messaging Committee.
 - **Discussion:**
 - Ms. McKenna requested that board members email her if they are interested in joining the Safety Committee.
- **Clean & Beautiful - Chair, Cait Patrick (Regrets)**
 - No formal report from Committee Chair.
 - Security Cameras:
 - Ms. McKenna noted she spoke to Barrie Police’s Staff Sergeant Val Gates who is in charge of the cameras downtown.
 - She noted that there is some good news funding-wise that will soon be released.
 - Ms. McKenna will look into if this new funding will affect or change the BIA’s contributions to the current cameras.
 - SCS Location:
 - Ms. McKenna noted that the committee responsible for finding a location for the SCS will meet tomorrow and will be presented with the survey results. Mr. Jason Ing will accompany Ms. McKenna to this meeting and will report back.
 - Mr. Ing noted his concerns with the group’s terms of reference, which outlines as follows:
 1. It’s implicit that we support an SCS which we have taken a position on.
 2. We must be supportive of an SCS in Ward 2 which is contrary to our position.

3. Concerned that the committee discussion is confidential, therefore, they are unable to report back to the Board so that we can make an informed decision.

- Ms. McKenna noted that we will gather more information tomorrow.
- Chair Hamilton feels that the BIA is being encouraged by the City's CAO to drive the holistic campus concept because the current proposed locations are not ideal.
- Inquiries:
 - Ms. Huggins noted that she inquired at the Executive Committee as to why Mr. Ing was invited to attend and also noted that she feels it should be the Chair of the Safety Committee who attends.
 - Ms. Huggins also requested clarification on if the money proposed in the above motion for a Public Relations firm would come from the 2020 portion of the Safe, Clean and Beautiful budget.
 - Finance Chair Colin Hassey noted that it will.

○ **Safety Committee Chair** - Mr. Jason Ing offered to Chair this committee

■ Motion:

2020_11_17 BIA MOTION #2:

The Downtown Barrie (BIA) Board of Management moves a motion that Mr. Jason Ing, Chair of the Safety Committee.

Motion moved by: Mr. Colin Hassey.

Seconded by: Ms. Daniella Fuda

Vote: In Favour: 5 Against: 2 Abstain/Absent: 4

Approved

● **Reopening of Businesses** - Chair, Teresa Woolard (Absent)

○ Reopening Marketing Budget Update:

- Ms. McKenna noted that the BIA Office is using the money budgeted for Reopening Marketing to promote the Noella festival.

● **Governance** - Chair, Paul Lynch

- The Committee finally heard back from Barriston which indicated that they are moving the BIA's file to different lawyers within the firm.
- Mr. Lynch noted concern about how Barriston has handled the file to date and asked Ms. McKenna for thoughts.
 - Ms. McKenna noted that the BIA has not been invoiced for any of the work completed thus far. She suggested that the Governance Committee get on a phone call with the new lawyer to get a sense on timelines before making any changes and losing momentum.
 - Chair Hamilton noted that he will also make inquiries as to why there are delays.

● **Finance** - Chair, Colin Hassey

- A draft budget is coming. The Board will review the 2021 budget at the next board meeting (December 8th).
- The Board will receive the draft for review before November 30th and that the BIA will have its budget into the City before the end of the fiscal year.
- Mr. Hassey requested that each Board Director re-read the legal opinion obtained about the Meridian Place payments prior to the budget meeting. He noted that there seems to be differentiating opinions that will warrant some discussion in regards to including the Meridian Place liability as a line item in our budget as opposed to allowing the City to create a separate levy and collect the payments themselves.

- Mr. Ing inquired about the City taking money for projects without the BIA's approval.
 - Mr. Hassey noted that moving forward the City will be handing over the equivalent to the previous year's budget then halfway through the year they will make an adjustment to reflect the current year's budget. It was also noted that the BIA will be managing its own funds.
- **Human Resources (HR) - Chair, Daniela Fuda**
 - Ms. Fuda updated the Board that a lot discussed at this committee to date would need to be addressed in camera because it is confidential in nature.
 - She noted this is largely because they are items that were pending because of the transition from the City.
 - She also noted that the HR committee will be retaining the services of a firm to assist with handling these items.
 - Mr. Ing noted concern with the committee needing a budget but the Board not having the background on the reasoning because the in camera items.
 - It was noted that the committee will ensure that these items get clarification in the future through appropriate means.

Other inquiries:

- Mr. Ing requested that the Board be provided with Chair Hamilton's new email address.
 - It was noted that the BIA office will ensure that this takes place.

Adjournment at 7:36pm

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

Next Meeting: December 8th, 2020 - Budget Meeting
 December 15th, 2020 - Special Board Meeting