

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT SPECIAL MEETING MINUTES - QUORUM
MONDAY, JANUARY 13TH 2020 – 1:00PM – 3:00PM
BARRIE CITY HALL, HURONIA ROOM A – 70 COLLIER STREET

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Board Attendance: Councillor Sergio Morales (Interim Chair), Ms. Michelle Huggins (Secretary/Treasurer), Mr. Randy Aylwin, Mr. Chad Ballantyne, and Ms. Teresa Woolard. **Staff Attendance:** Ms. Stacey Zubczyk, and Ms. Kristen Eatch.

Call to Order

- Interim Chair Sergio Morales called the **2020 January 13th Special Board of Management Meeting** to order at **1:23 pm**.

Approval of Agenda & Minutes -

- Motion to approve the Agenda made by Mr. Randy Aylwin and seconded by Mr. Chad Ballantyne.

Vote: All in Favour

Approved

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)

Items for Discussion & Voting

- **Event Sponsorships –**
 - **Background:**
 - BIA Staff are looking for direction on the following Event Sponsorships...
 - Barriellicious – Winter Portion
 - City of Barrie - Winterfest
 - Barrie Chamber of Commerce's - Women in Business Awards - \$2,500 commitment
 - Tourism Barrie – Guide & Tear Map
 - February Blues presented by the Barrie Jazz and Blues Festival
 - Theatre by the Bay (TBTB)
 - **Discussion:**
 - Mr. Randy Aylwin inquires about which event have contracts in place for sponsorship commitments.
 - Tourism Barrie has a signed contract by outgoing Executive Director Craig Stevens.
 - Barriellicious has email written commitment from Mr. Stevens
 - Winterfest has a verbal commitment.
 - Women in Business has a verbal commitment.
 - February Blues has a verbal commitment.
 - Mr. Aylwin noted he does not have a problem with the 'Women in Business' Awards, however expressed concern with the BIA giving money to the Barrie Chamber of Commerce. He asked for details about what the BIA gets in return for the sponsorship of the 'Women in Business' Awards.
 - The Board discussed inviting all those asking for Sponsorship funds to make a presentation. They also noted the importance of understanding each Event Sponsorship's Return on Investment (ROI). They discussed creating an 'Official Ask' checklist that stipulates specific criteria's must be met when the Board is considering a sponsorship, and that all event sponsorships be subject to review.
 - The Board discussed the sponsorship of the February Blues and adding the stipulation that in order to receive funding from the BIA rebranding must be put in place for the event.
 - The Board discussed ensuring that the BIA logo be on the Theatre by the Bay (TBTB) Website.

- **Motions:**

- **01_13_2020 BIA Motion # 1:**

*The Downtown Barrie Business Association (BIA) Board of Management moves a motion to not move forward with the sponsorship of the February Blues Festival;
And to revisit the Event Sponsorship of \$2,000 to the Barrie Jazz and Blues Festival in the Spring/Summer of 2020 on the condition of event re-branding and a presentation to the BIA Board.*

Motion moved by: Interim Chair Sergio Morales

Seconded by: Mr. Randy Aylwin

Vote: Favour: 3 Not in Favour: 2

Approved

'Event Sponsorships' continued on page...

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- **Event Sponsorships** *continued...*

- **Motions** *continued:*

- 01_13_2020 BIA Motion # 2:

The Downtown Barrie Business Association (BIA) Board of Management moves a motion to change the amount allocated in Event Sponsorship to Theatre by the Bay in 2020 from the Downtown Barrie (BIA) to \$1,000 from \$2,500.

Motion moved by: Ms. Teresa Woolard

Seconded by: Mr. Chad Ballantyne

Vote: All in Favour

Approved

- **Action:**

- BIA Staff will reach out to Barrie Chamber for specific details on 'Women in Business' ROI.
 - BIA Staff will reach out to Tourism Barrie for details on what Downtown Barrie receives with their financial commitment for the Tear Map and Guide.
 - BIA Staff will reach out to Winterfest Coordinators to request that they make a presentation at the next Board meeting.

- **Hot Cocoa Trail Costs to date:**

- **Update:**

- Ms. Kristen Eatch ran through the list of deliverables for the Hot Cocoa Trail (i.e. fold up map, ballots, posters, window sticker, prize vouchers etc.)
 - BIA Staff noted that a lot of collaterals for the 2020 Hot Cocoa Trail are recycled from past years (i.e ballots, buttons and window stickers).
 - Staff also noted they have saved printing cost by switching to a local Downtown Barrie printing company.
 - Downtown Barrie is also paying Gel Creative a design fee, which is about 10% less, than last year.
 - The BIA purchased one (1) Snapd Ad in January featuring the Hot Cocoa Trail.
 - Downtown Barrie will need to purchase donations boxes to collect funds for in supporting of the Seasons Centre for Grieving Children
 - The BIA will be hosting a pre-event to kick-off the event in which there will be a minimal cost.
 - There is also a cost associated with web development and social kits for this year's event.

- **Discussion:**

- The Board discussed introducing a second Snapd Ad in February to the Hot Cocoa Trail. The cost would be \$740. The Board decided to opt out of an ad in February.
 - The Board inquired on the approximate cost of the design fee paid to Gel Creative. It was noted that it is about \$3,000 was what was budgeted last year.
 - Mr. Chad Ballantyne noted with the work that goes into the rebranding the event that Gel Creative's fee is reasonable.

- **Action:**

- BIA Staff will inquire with Gel Creative why the costs were that were so high in 2019.
 - It was noted that it is likely the folded guide.

- **Budget –**

- **Discussion:**

- Interim Chair noted to the Board that currently the BIA Budget is considered an interim budget.
 - Secretary/Treasurer Michelle Huggins noted that she would like to see the BIA start focusing money on beautification and cleanliness and post street events like a street party or world's longest ribbon cutting.

'Items for Discussion & Voting' continued on page...

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- **Governance –**

- **Background:**
 - At the '2019 November 26th Board Meeting', Outgoing Executive Director Craig Stevens noted that he had reached out to five (5) individuals/organizations in regards 'Governance Support - Request for Proposal (RFP)'.
- **Update:**
 - Downtown Barrie has received two (2) proposals from those who were contacted by Mr. Stevens.
- **Discussion:**
 - The Board discussed sharing the 'RFP' notice through social posts and on the BIA website in advance of the closing date of Friday, January 24th, 2020.
- **Action:**
 - BIA staff will post the RFP to the Downtown Barrie Member News page and issue Special Notice to the Membership.

- **Managing Director Update (in camera)**

- **By-Election –**

- **Background:**
 - The Board of Management is holding a by-election to fill six (6) vacancies for the remainder of a four-year term, ending December 31, 2022.
- **Update:**
 - BIA Staff noted that they will be picking up a Ballot Box from Barrie City Hall this week to be used during voting. The empty Executive Director's office will be turned into secure voting station with privacy screen and ballot box.
- **Discussion:**
 - The Board discussed how to inform the BIA membership if they have not received an election package.
- **Action:**
 - BIA Staff will share a special Notice outlining what to do if package/ballots were not received.

- **Dunlop Streetscape Project – Town Hall Timeline**

- **Background:**
 - BIA Staff attended the 'Lessons Learned' meeting on December 4th and after reached out to the 'Streetscape Project Team Leads' in regards to an update including some details in regards to the following questions...
 - What is the timeline for work that still needs to be completed in Phase 1A?
 - When will the Owen/Dunlop intersection be closed? Will traffic still be able to travel east and west on Dunlop during the Owen St construction?
 - Will Phase 1B construction start while the Owen/Dunlop intersection is still closed? Or will traffic be able to head north up Owen St if travelling west on Dunlop in the Phase 1A area?
 - Will traffic still be able to travel north up Clapperton and south down Bayfield at the Five Points intersection during Phase 1B?
 - Does Phase 2 have a hard stop date?
- **Update:**
 - BIA Staff will contact with the Project Team Leads' (i.e. Engineering Team and Communications Department, etc.) in regards to hosting a Phase 1B Town Hall at the Sandbox Centre (24 Maple Avenue). They are suggesting that Late January/early February work best for the City's team.
 - A project meeting is scheduled for Wednesday, January 22nd, 2020. Project team Leads will relay back answers to the above questions to BIA staff.

'Dunlop Streetscape Project – Town Hall Timeline' continued on page...

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Dunlop Streetscape Project – Town Hall Timeline *continued...*

- **Discussion:**
 - The Board discussed filling the vacant Block Captains positions. It was suggested waiting until after the by-election. It was also noted that BIA Staff will be counting on the Block Captains to share messaging.
 - The Board also discussed possible dates for the Town Hall. A consensus of Tuesday, February 12th, 2020 was reached by the Board.
 - **Action:**
 - BIA Staff will schedule the Streetscape Town Hall for 8am on Tuesday, February 12th, 2020 at the Sandbox Centre.
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Other Business Arising

- **Patios –**
 - **Discussion:**
 - The Board inquired about the state of the patio program during the summer of 2020 with Streetscape construction.
 - **Action:**
 - BIA Staff will reach out to appropriate ‘Streetscape Project Team Leads and appropriate City of Barrie departments to gather information.

Adjournment: (7:00) Next Meeting: Tuesday January 21st 2019, 5pm, Sandbox Centre, Downtown Barrie