

January Board Meeting - Minutes

Tuesday, January 26, 2021

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. Chad Ballantyne

Mr. Paul Lynch

Ms. Teresa Woolard

Councillor Sergio Morales

Councillor Jim Harris

Absent:

Ms. Cait Patrick

Staff in attendance:

Ms. Kelly McKenna, Executive Director

Ms. Stacey Zubczyk, Project Manager

Public attendance:

4 Guests

CALL TO ORDER

- Chair Rob Hamilton called the Downtown Barrie Business Association (BIA) Board of Directors Meeting on Tuesday, January 26, 2021 to order at 5:01pm.

DOWNTOWN BARRIE (BIA) BOARD OF DIRECTORS MEETING

Motion to approve agenda:

Moved by: Mr. Jason Ing

Seconded by: Ms. Michelle Huggins

Vote: All in favour

CARRIED

Approval of Minutes - postponed for discussion

CHAIR'S REMARKS

- Chair Rob Hamilton noted that Mayor Jeff Lehman recently spoke to his Rotary Club.
 - The Mayor briefly spoke about plans for a market at the bus station, various residential development projects within the downtown, the pandemic and tragedy at Roberta Place.
- Chair Hamilton ended his remarks encouraging the Board to keep up the good work and to stay positive.

EXECUTIVE DIRECTOR'S REPORT - [Please see '2021_01_26 Executive Director Report' for work plan details.](#)

- Inquires (Q&A):
 - The Board had no inquiries for Executive Director Kelly McKenna about the submitted work plan.
- Membership Meeting Update:
 - Ms. McKenna provided the Board with an overview of the first BIA Member Lockdown Huddle which had both member businesses and property owners in attendance. The BIA office will host these membership meetings on a bi-weekly basis.

- Membership Meeting Update *continued*:
 - She noted the meeting's special guests - Barrie Police, the Salvation Army, the Women & Children's Shelter, the Small Business Centre, and the Henry Bernick Campus - Georgian College.
- Topics discussed at the Member Huddle included...
 - Safe City Ambassador Program in partnership with Barrie Police & the Women & Children's Shelter,
 - COVID-19 Support Update by the Small Business Enterprise Center,
 - Downtown Takeout/Pick-up Map,
 - Downtown Mural Project,
 - Lifeline E-Gift Card Program,
 - New designated Curbside Pick-Up parking spots,
 - TownPass - COVID-19 Screening App
 - Delivery Service - WhatsForDinner
 - and the upcoming membership engagement regarding a downtown SCS
- Inquires (Q&A):
 - Chair Hamilton inquired about the Delivery Service - WhatsForDinner.
 - The WhatsForDinner delivery service started in Innisfil and is similar to UberEats' or Skip the Dishes, however, WhatsForDinner charges less % than other services.
 - Stefano Agonstino from P_zza is leading the launch in Barrie with four (4) downtown restaurants.
- Salesforce Update:
 - The BIA office has a new customer relations management system, Salesforce, to keep track of the membership database.
 - Ms. McKenna provided the Board with an overview of the membership dashboard..
- Residential Data Update:
 - The BIA office has been working with Invest Barrie to collect residential data for the downtown.
 - Ms. McKenna provided the Board with an overview of the Prizm Segmentation data on residential demographics.
- City Clerk & Ontario Ombudsman Update:
 - Executive Director McKenna noted that she has been in touch with the City Clerk in order to make sure that the BIA is abiding by all of its obligations as a local board of council when it hosts virtual Board meetings.
 - The City Clerk has been a great resource, often referring questions to the Legal Department, and/or the Ontario Ombudsman's office.
 - Ms. McKenna has reached out to the Ombudsman office who has provided helpful resources.

SECRETARY TREASURER REPORT

- 2020 Budget Update:
 - The City of Barrie's accountants were unable to provide Ms. Michelle Huggins an update prior to the January Board meeting. As a result, Ms. Huggins will delay her report until the February Board meeting.
- Quickbooks Update:
 - Ms. Huggins provided the Board with an overview of the Quickbooks dashboard.
- 2021 Budget Update:
 - Ms. Huggins noted that the BIA is due to receive a 2021 levy cheque from the City of Barrie for 85% of the 2020 budget.
 - She reported that from January 1st to 26th ~ \$18,355 has been spent in the 2021 budget; providing the Board with an overview of the operations, professional fees, safety, marketing, and the approved capital commitment budgets to date.
 - She also provided the Board with an update on Meridian Place, Sandbox, Streetscape and Security Camera payments.
- Reallocation of Q1 Funds Update:
 - Ms. Huggins noted that in the first quarter (Q1) events budget, also known as Winter in the City, the Board allocated \$43,000. However, with the current provincial lockdown the BIA is not able to operate Winter in the City as an event.

- Reallocation of Q1 Funds Update *continued*:
 - Discussion:
 - The Board discussed the reallocation of \$25,000 of Winter in the City funds into the budget for rebranding and website development.
 - The Board also discussed any governance conflicts on the matter.
 - Mr. Paul Lynch declared a governance conflict on the item and noted that he would be abstaining from the vote.
 - Motion:
 - **2021_01_26 BIA Motion #1:**
 The Downtown Barrie (BIA) Board of Directors moves a motion to reallocate \$25,000 from the Q1 'Winter in the City' budget towards Marketing, Rebranding and Website development budget.
- Motion moved by: Ms. Michelle Huggins
 Seconded by: Councillor Sergio Morales
Vote: Favour: 7
 Not in Favour: 2
 Abstain: 1
CARRIED

COMMITTEE CHAIR REPORTS

- Events, Clean & Beautiful - Committee Chair Chad Ballantyne
 - Open Air Dunlop Update:
 - RTO7 Festival Implementation Grant
 - In total, the campaign served 1,157,160 impressions and generated 9,646 clicks for overall click-through-rate of 0.83% at a cost efficient \$0.50 cost-per-click
 - CTV Commercial
 - Cost and campaigns were divided between Open Air Dunlop & Noella Festival
 - Total audience for both campaigns: 616,800
 - Huge value for membership as businesses and business owners are featured in the commercial
 - Expensive, but effective
 - Supporting Membership Data
 - Over 80% of businesses saw an increase in foot traffic in their business
 - Over 70% of businesses saw an increase in sales by either a lot or slightly
 - Over 60% of customers reported having heard of the event by social media
 - Brought a total of 22,400 visits over 5 Saturdays to the downtown
 - Day with most visits was November 7th with ~ 7300 visitors
 - Noella Festival Update:
 - RTO7 Social Media Campaign Grant
 - In total, the campaign served 235,701 impressions and generated 4,238 clicks for overall click-through-rate of 1.8% at a cost efficient \$0.23 cost-per-click
 - CTV Commercial
 - Cost and campaigns were divided between Open Air Dunlop & Noella Festival
 - Total audience for both campaigns: 616,800
 - Huge value for membership as businesses and business owners are featured in the commercial
 - Expensive, but effective
 - Corus Entertainment Digital Window Decorating & Radio Commercial Campaigns
 - Overall: 90,000 impressions, 316 ad clicks, 0.35% click rate
 - Feedback from Corus: "Your campaign delivered perfectly and showed OUTSTANDING engagement from our audience!"

- Events, Clean & Beautiful *continued* -
 - The committee discussed moving forward with asking Gel Agency to provide Winter in the City and Spring in the City deliverables (logos, banners, social images, etc.) and decided to move forward with this.
 - The committee discussed the possibility of the Lifeline E-Gift Card program including a general Downtown Barrie gift card that would be good at all businesses
 - BIA Staff will be attending a seminar hosted by the Downtown Peterborough BIA on how they did this and will report back
 - The committee also discussed the possibility of the Lifeline E-Gift Card program expanding to include gift packages made up of gift cards from a collection of businesses
- Safety & Messaging - Committee Chair Jason Ing
 - Homelessness Update:
 - Mr. Ing noted that the issue of homelessness is not necessarily a safety issue. However, there have been some recent challenges in the west end in terms of assisting the city's unsheltered population. Barrie Police have responded with frontline support to these challenges.
 - Mr. Ing also shared the following information...
 - The Out of the Cold program is currently not in service
 - This is due, in part, to lack of volunteers and the necessary challenges with a pandemic
 - The Connected Core program has had personnel changes
 - Currently, inquiries are being rerouted through the Mayor's Office
 - The bus station is now open 24 hours as a warming area
 - The David Busby Center is hiring
 - Safe City Ambassador Program Update:
 - Mr. Ing noted that an introduction of the program was provided at the recent BIA membership meeting.
 - Community Safety and Wellbeing Plan Update:
 - Mr. Ing gave a brief overview of the plan which encompasses crime prevention through environmental design (i.e CPTED's Principles) including the use of lights, mirrors and security cameras.
 - Supervised Consumption Site (SCS) - Site Selection Committee Update:
 - Mr. Ing and Executive Director McKenna continue to work collaboratively with the SCS Site Selection Committee to find a solution that will benefit the entire community, including the individuals suffering from addiction.
 - Membership Engagement Campaign Update:
 - The Safety & Messaging Committee has been working closely with Sussex and they hope to begin in the coming weeks engaging the BIA membership to ensure they are informed and consulted in the SCS process.
 - Discussion:
 - Ms. Huggins inquired if the engagement piece would have a biased slant, or be open to engagement from both sides.
 - The Board discussed the messaging of the engagement piece and it was reiterated that they are not against an SCS. However, they would prefer it be located outside of the BIA boundary by a minimum of one (1) kilometre.
 - Old Fire Hall Site Update:
 - Mr. Ing noted that homelessness is a challenge that Barrie City Council is tackling. He asked Councillor Jim Harris to provide an update on the Old Fire Hall site located on Vespra St.
 - Councillor Harris shared that an amendment passed by Council on Monday night will open the site as a potential supportive affordable housing project.
 - The plans are in the early stages with full staff reports and a call for proposals is still needed.

- Governance - Committee Chair Paul Lynch
 - Draft Constitution Update:
 - The Governance Committee had a productive meeting with Barriston on the redraft of the constitution. The committee has sent over a long list of amendments and requests.
 - Mr. Lynch hopes to be able to update the Board at the next meeting.
 - Board of Directors Replacement Update:
 - Mr. Lynch noted that the Governance Committee has not received a clear answer from Barriston on how to proceed with replacing the vacant Board of Directors seat.
 - Discussion:
 - The Board discussed the motion passed by the Board of five (5) Directors last January, 2020 that stated the following...

01_21_2020 BIA Motion #5

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."
 - Mr. Lynch noted that Barriston had raised a question of validity of the approved motion because of the quorum of the Board at the time the motion was passed.
- Finance - Committee Chair Colin Hassey
 - Procurement Policy & Credit Card Policy Update:
 - Mr. Hassey noted that both policies are currently being drafted and will be presented to the committee for review as soon as they are available.
- Human Resources (HR) - Committee Chair Daniela Fuda
 - Staff Performance Reviews Update:
 - Executive Director McKenna completed the performance reviews with BIA staff with input from the HR Committee.
 - Meeting Minutes Update:
 - Ms. Fuda suggested a motion which would allow BIA staff to create a concise, high level, version of the Board minutes.
 - Discussion:
 - The Board discussed the merits of having high level notes, including the better use of staff resources and the time of the Board as volunteers.
 - The Board also discussed the importance of ensuring best practices and compliance with the Municipal Act.
 - Motion:

2021_01_26 BIA Motion #2:

The Downtown Barrie (BIA) Board of Directors moves that the Board meeting minutes are distilled to reflect just the business of the Board.

Moved by: Ms. Daniela Fuda

Seconded by: Ms. Michelle Huggins

Vote: All in Favour **UNANIMOUSLY CARRIED**

Motion to approve the November 17th, 2020 Board Meeting Minutes.

Moved by: Ms. Michelle Huggins

Seconded by: Mr. Chad Ballantyne

Vote: Favour: 6 Not in Favour: 4 **CARRIED**

Motion to approve the December 8th, 2020 Special Budget Meeting Minutes.

Moved by: Ms. Michelle Huggins

Seconded by: Mr. Chad Ballantyne

Vote: Favour: 6 Not in Favour: 4 **CARRIED**

Motion to approve the December 15th, 2020 Special Budget Meeting Minutes.

Moved by: Ms. Michelle Huggins

Seconded by: Mr. Chad Ballantyne

Vote: Favour: 6 Not in Favour: 4 **CARRIED**

Items to be Considered for Next Meeting's Agenda

- **Next Meeting:** February 23rd, 2021

Adjournment at 6:45pm

Motion moved by: Ms. Daniella Fuda

Seconded by: Mr. Chad Ballantyne

Vote: All in Favour **UNANIMOUSLY CARRIED**