

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

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:

■ **12020_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:

o **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.

o **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.

o **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

To access an audiovisual recording of this meeting, please email info@downtownbarrie.ca.