



Downtown Barrie Business Association (BIA)
Board of Management
Special Budget Meeting - Minutes
Tuesday, December 15, 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

Absent:

Councillor Sergio Morales
Councillor Jim Harris

Staff in Attendance:

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

Number of Guests in Attendance: 3

CALL TO ORDER

- Chair Rob Hamilton called the Downtown Barrie Business Association (BIA) Board of Management Special Budget Meeting on Tuesday, December 15th, 2020 to order at 5:15pm.

DOWNTOWN BARRIE (BIA) BOARD OF MANAGEMENT MEETING

Motion to approve agenda

Moved by: Mr. Daniella Fuda
Seconded by: Mr. Chad Ballantyne
Vote: All in favour **Approved**

Motion to defer the November 17th, 2020 meeting minutes.

Moved moved by: Ms. Michelle Huggins
Seconded by: Mr. Jason Ing
Vote: All in favour **Approved**

OTHER BUSINESS:

- **BOARD DIRECTOR RESIGNATION:**
12_15_2020 BIA Motion #:1

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

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

BUDGET SUMMARY:

- Executive Director Kelly McKenna provided the Board with a high level overview of the changes made to the 2021 budget at the December 8th, 2020 Special Budget meeting.

Organizational Management - 36%
Professional fees - 3%
Community Safety - 7%
Marketing & Promotions - 15%
Events - 18%
Capital Commitments - 28%
Sponsorships - 1%

Fundraising Proposal for consideration:

- The Board opted to not move forward with the Glenn Coulson Fundraising Proposal.

Safety Committee:

- In collaboration with the Barrie Police projects to be determined
- Ability to augment budget with funding proposals

Marketing & Promotions:

- Rebranding, Comms Strategy, Website Proposals for consideration.

Events:

- Review 2019 Event Annual Review. 2020 will be presented in same format at 2021 AGM

Sponsorships:

- Only support organizations that will partner with the BIA to bring entertainment to the Downtown core

MARKETING & PROMOTIONS: Rebranding, Comms Strategy, Website Proposals -- ●

Background:

- At the December 8th, 2020 special budget meeting the Board passed a specific motion in terms of 'Rebranding, Comms Strategy, Website development'.

● Update:

- Ms. McKenna noted that there should be enough money allocated in 2021 to keep the Downtown safe, clean and beautiful, along with providing a marketing and promotions budget, and for events. As such, she is proposing that the Board consider a 'universal budget' which would allow Staff to move forward with the 'Rebranding, Comms Strategy, Website Proposal' project.
 - Ms. McKenna noted that the office has already received, and reviewed, nine (9) 'Rebranding' proposals, all of various strengths and weaknesses.
 - Four (4) proposals have been shortlisted and reviewed by the committee.

● Discussion:

- Mr. Colin Hassey noted the Board has already debated the budget for the 'Rebranding, Comms Strategy, Website Proposal' project.

- He noted that in regards to the 'rebrand' the consensus was 'no'.
 - He also questioned if the Board was going to have that debate again.
- Governance Chair Paul Lynch expressed that this Board has a pattern of trying to revisit passed motions and noted that once a motion has already been debated and approved it can not be tabled again, at the next meeting, in order to change it.
- Ms. Cait Patrick noted that Ms. McKenna is trying to prioritize within her budget and therefore decide where the money needs to be spent.
- Ms. Michelle Huggins noted Ms. McKenna is asking for a local budget of \$250,000, that the Board has already approved. Ms. Huggins can also understand Ms. McKenna requested the Board to allow her to do her job and not micromanage her budget.
- Mr. Lynch reiterated that, from a procedural standpoint, a motion has been passed to allocate a certain amount to one item, and the Board can not re-debate or reverse the motion passed.
 - Ms. Teressa Woolard inquired as to how many people are actually looking at the BIA's current website and how effective it is, noting that this might dictate rebranding.

CAPITAL INVESTMENTS:

• Update :

- Ms. McKenna requested that the Board table debate and a decision on...
 - Barrie Police Security Cameras
- She recommended the Board still move forward with the 2021 commitments for the TOD Signs (\$3,616.00 - a 3 way partnership with City of Barrie & Tourism)
- Ms. McKenna noted that the City of Barrie is currently developing a 'Memorandum of Understanding' (MOU) that will address these Capital Investments and much more. She noted the Memo is being developed and reviewed by various City Departments and she expects that a draft will be presented to the BIA early in 2021.
- The Board discussed the importance of clearly defining both the City's and BIA's responsibilities in the MOU.
 - Ms. Daniala Fuda inquired whether or not the various committee heads will have a chance to review the MOU before it is approved and Finance Chair Hassey noted that he would like to be a part of Memo discussions with the City..
 - Ms. McKenna expressed there will be the opportunity to review and give feedback to the City before adopting.

BUDGETS SUMMARY:

• Update:

- High level recap: **Total 2021 Budget Ask:** \$503,077.
- Ms. McKenna noted that currently there are still Capital Commitments considerations for the 2021 Budget. She also noted that the BIA has received an update from the City that the full levy, or the BIA's full budget, from last year (2020) will be deposited into the BIA's Bank Account on January 14th, 2021.
- Vice Chair Ing noted that currently the Board has backed out (removed) almost \$190,000 of capital commitments, of which would have should have been budgeted for in this year (2020), and are still at \$560,000. The current 2021 budget is looking at about \$503,000, and if the city decides to tack on an additional levy, that would take us almost 700,000, which represents a significant increase to our members.
- Fiance Chair Hassey noted that it is a concern, however it appears to be something the current Board is stuck with based on the commitments of previous boards.

MOTION TO MOVE IN CAMERA --

12_15_2020 BIA Motion #:2

The Downtown Barrie (BIA) Board of Management moves a motion to move in camera at 5:30 pm.

Motion moved by: Mr. Jason Ing

Seconded by: Ms. Daniala Fuda

Vote: All in Favour **Approved**

MOTION TO MOVE OUT OF IN CAMERA --

12_15_2020 BIA Motion #:3

The Downtown Barrie (BIA) Board of Management moves a motion to move out of in camera session at 6:27 pm .

Motion moved by: Ms. Daniala Fuda

Seconded by: Mr. Jason Ing

Vote: All in Favour **Approved**

SECRETARY TREASURER REPORT --

• Budget vs Actuals :

○ Update:

- Ms. Huggins provided the Board with a high level overview of the '2020 Budget vs Actual' spent to date.
- Ms. Huggins noted that currently the BIA is sitting with a balance of at about \$82,000 in the 2020 budget. However, the BIA will still need to pay out the approximately \$45,300 in outstanding invoices.
- Ms. Huggins also noted that the BIA has now collected \$254,400 of the Meridian Place Commitments in 2020. She noted that \$95,000 more has been collected since a month ago when only \$159,000 had been collected from Meridian Place sponsors/donors.
- Ms. Huggins also noted two (2) buildings (55 Mulcaster and 140 Dunlop) have been reassessed at a devaluation, which has resulted in almost \$29,000 being removed in the 2020 budget.
 - She has asked the City's Finance Department if the BIA can indicate it on next year's budget as a recovery item in order to get that money back.
- Finance Chair Hassey inquired if reassessment has occurred before.
 - Staff noted it has happened in the past, however, only with the value of a property increasing, increasing our overall budget.
- Mr. Hassey noted that this is another item for discussion with the City in terms of the Memorandum of Understanding.

COMMITTEE CHAIR REPORTS --

- Events, Clean & Beautiful - Committee Chair Chad Ballantyne
 - Mr. Ballantyne gave an update on the current Noella Festival events and promotions.
- Safety & Messaging - Committee Chair Jason Ing
 - Mr. Ing gave an update on the Community Safety & Wellbeing Plan and the SCS Site Selection Committee.
- Reopening of Businesses - Committee Chair Teresa Woolard
 - No updates from Committee Chair this time. However, Ms. Woolard did suggest that now that Simcoe Muskoka has moved into the 'Red Zone' the Board might want to reconsider her role and possibly the overall committees function.
- Governance - Committee Chair Paul Lynch
 - Mr. Lynch updated the Board on communications with Barriston and that the draft constitution should be ready for the board at the next meeting.
- Finance - Committee Chair Colin Hassey
 - No report from Committee Chair this time. .

MINUTES & MOTIONS IN REGARDS TO BUDGET:

o OTHER CONSIDERATIONS -- SECRETARY TREASURER HONORARIUM: -

Motion:

12_15_2020 BIA Motion #:4

The Downtown Barrie (BIA) Board of Management moves a motion to provide Secretary Treasurer Michelle Huggins with an honorarium of \$1,000 for her volunteer hours dedicated to the BIA's transition from the City of Barrie to be paid out within the 2020 calendar year.

Pecuniary Interest expressed by: Ms. Michele Huggins

Motion moved by: Mr. Colin Hassey

Seconded by: Ms. Daniala Fuda

Vote: All in Favour **Approved**

o OTHER CONSIDERATIONS -- BIA CREDIT CARD

- Background:

- Finance Chair Hassey noted that currently Executive Director McKenna is using her own personal credit card to pay for the BIA's expenses.
- Ms. McKenna noted that Meridian Credit Union requires the Board to pass a formal motion before she can proceed with acquiring a credit card on behalf of the BIA.
 - This motion will allow her to draft a letter of direction from the Board to obtain a credit card for the BIA.
 - She noted that the BIA will have to put \$12, 000 into a savings account in order to have the credit card operational.

- Discussion:

- Ms. Fuda noted the request makes sense and should make accounting easier and more efficient.
- Secretary Treasurer Huggins noted that currently it is very difficult to reconcile the payments being issued from Ms. McKenna's Credit Card.
 - Mr. Hassey noted that the Finance committee is working on drafting policies and procedures around payments and expenses. He noted that once a credit card is added to the mix it will be even more important to have those checks and balances and a procurement policy in place.
- Ms. Woolard inquired if a \$10,000 balance would be a large enough balance and suggested an amended motion to increase the limit to \$20,000. She did not receive a seconder to the amendment. Her amendment did not pass.

- Motion:

- 12_15_2020 BIA Motion #:5

The Downtown Barrie (BIA) Board of Management moves a motion to approve Executive Director Kelly McKenna's request to move ahead with the appropriate steps required to obtain a Meridian Credit Union VISA; with a limit of ten thousand dollars (\$10,000).

Motion moved by: Ms. Daniala Fuda

Seconded by: Mr. Chad Ballantyne

Vote: All in Favour **Approved**

Adjournment:

Motion to Adjourn at 7::00pm

Motion moved by: Mr. Colin Hassey

Seconded by: Mr. Jason Ing

Vote: All in Favour

Approved

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