



Downtown Barrie BIA

November Board of Management Meeting – Minutes

Tuesday, November 23, 2021

5pm Via Zoom

In attendance:

Councillor Sergio Morales, Chair
Ms. Janet Kemp, Vice Chair
Ms. Sarah Jensen, Secretary-Treasurer
Mr. Jason Ing
Ms. Daniela Fuda
Ms. Cait Patrick
Mr. Colin Hassey
Mr. Chad Ballantyne
Councillor Jim Harris

Regrets:

Ms. Teresa Woolard

Staff in attendance:

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

Public attendance:

5 Guests

CALL TO ORDER

- Chair Sergio Morales called the Downtown Barrie BIA Board of Management (the Board) November Meeting on Tuesday, November 23, 2021 to order at 5:04 PM EST.

LAND ACKNOWLEDGEMENT

AGENDA + MINUTES

Motion to approve the agenda:

Moved by: Secretary-Treasurer Sarah Jensen

Seconded by: Councillor Jim Harris

Vote: All in favour **UNANIMOUSLY CARRIED**

Motion to approve the minutes of the October 5, 2021 Board Meeting with the addition of the notes from the October 26 Board Meeting along with minutes of the October 26 Board Meeting and the Annual General Meeting Minutes held on November 1, 2021.

Moved by: Councillor Jim Harris

Seconded by: Secretary-Treasurer Sarah Jensen

Vote: All in favour **UNANIMOUSLY CARRIED**

CHAIR REMARKS

- Chair Sergio Morales noted the positive support, engagement and outreach he has received from residents, businesses and local politicians about the Downtown Barrie BIA rebrand.
 - He offered kudos to BIA staff for both the brand rollout and the subtle details within the brand itself.

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Items for Discussion + Voting

- **Adopt consent agenda for future board meetings**

- **Background:**

- Chair Morales provided a brief explanation of the role and function of a consent agenda.

- **Discussion:**

- The Board discussed trialling the use of a consent agenda.
 - Director Jim Harris suggested a three (3) month pilot to gather feedback and decide whether to adopt the procedure on a permanent basis.
 - The Board was in agreement to Director Harris's suggestion.

- **Motion as Amended:**

- Consent Agenda Pilot (2021_11_23 BIA Motion # 1) -

The Downtown Barrie BIA Board of Management moves a motion to implement a consent agenda at ~~all~~ Board meetings ~~moving forward~~ for a three (3) month trial period.

Moved by: Vice Chair Janet Kemp

Seconded by: Secretary-Treasurer Sarah Jensen

Friendly Amendment by: Director Jim Harris

Vote: All in favour

UNANIMOUSLY CARRIED

- **Constitution + By Laws**

- **Background:**

- Chair Morales noted that BIA staff and the Governance committee have been working diligently with the City of Barrie and Barriston on updating the constitution and by laws.

- **Motion:**

- Proposed Constitution & By Laws (2021_11_23 BIA Motion #2) -

The Downtown Barrie BIA Board of Management moves a motion that the proposed Constitution and Bylaws be adopted by the Board at this meeting (November 23, 2021), and be referred to a Special General Meeting of the BIA Membership at a future date.

Moved by: Director Colin Hassey

Seconded by: Vice Chair Janet Kemp

Vote: All in favour

UNANIMOUSLY CARRIED

EXECUTIVE DIRECTOR'S REPORT - Ms. Kelly McKenna

-> Please see '2021_11_23 Executive Director Report' for details.

- Downtown Barrie's Noella Festival -

- Festivities kicked off with a special Open Air Dunlop and the Tree Lighting last Saturday (November 20) with many of the BIA's partners and sponsors on hand.

- Executive Director McKenna offered thanks to Tim Hortons for sponsoring the stilt walkers, along with Meridian Credit Union and Pratt Homes.

- Noella Festival Window Decorating Contest -

- Downtown Barrie's annual window decorating contest was held last Friday (November 19) and the 1st place prize was awarded to Lakeside Ink who will receive \$2,000.00 worth of advertising on Corus Radio in the new year.

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EXECUTIVE DIRECTORS REPORT *continued*

- City Centre Patio Program *continued* --
- Noella Tree and Wreath Lot -
 - The BIA will be hosting a Christmas Tree and Wreath Lot in Meridian Place over the next four Saturdays.
 - All proceeds will go to Hospice Simcoe.
 - Corus Radio will be on site playing Christmas music.
 - The Salvation Army will be onsite with their Christmas Kettle campaign.
- City Centre Patio Program -
 - The city of Barrie is under a weather notice and as result patios will need to be removed from the sidewalk prior to the program end date of November 30.
 - Ms. McKenna noted that the bylaw states that if a weather event occurs businesses have 48 hours to remove their patios.
 - The BIA office has sent out a message to members.
- My Main Street Grant -
 - The BIA office is waiting on the My Main Streets grant.
- Bright Spot Program -
 - The BIA is hosting its third training session this Thursday.
 - The City has provided the BIA \$5,000.00 of which \$1,500.00 has been spent to purchase lighting for the alleyways in order to help light up some of the darker areas in the downtown.
 - Ms. McKenna noted that Secretary-Treasurer Sarah Jensen has some unique ideas on how to spend the remaining funds on coloured building lighting.
 - Inquires -
 - Director Jason Ing inquired about who authorized spending the money on lights.
 - He noted that as Chair of the Safety Committee, he has been tasked with a \$50,000.00 budget which seems to be being spent on items he did not authorize. He inquired about the standard protocols for authorizing funds through the safety subcommittee.
 - Executive Director McKenna reiterated that the Bright Spot funding was provided by the City's funding and is not coming out of the BIA budget.
 - Director Ing shared that he is not talking about the Bright Spot funding, but rather lighting for the BMO Pink Building.
 - Chair Morales reminded Director Ing that the Board approves the budget and delegated authority is given to staff for operations. As long staff is not going over budget in a category, they have delegated authority to carry out operations if there is a lack of directive from the Board or the chair of the safety committee. If the Board wishes to change that and have staff get a quick approval from the Board on every item then that's something that we consider when we ratify the 2022 budget.
 - Director Colin Hassey clarified that in the new Constitution, or in the By-Laws, it stipulates that committee expenses will have to be signed off by the chair basically.
 - Vice Chair Janet Kemp sought clarification from Director Ing on the frequency that his safety committee meets and the direction that has been provided to staff for projects.

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Items for Discussion + Voting

● **Closed Meeting: HR Matter**

○ **Motion to move into Closed Session:**

The Downtown Barrie BIA Board of Management moves a motion to go into closed session at 5:41 PM EST to receive a report concerning a confidential Human Resources matter pertaining to staff and individuals that could be identified.

Moved by: Vice Chair Janet Kemp

Seconded by: Director Chad Ballantyne

Vote: All in favour **UNANIMOUSLY CARRIED**

*Chair Morales acknowledged for the minutes that the Downtown Barrie BIA Board discussed a report concerning a Human Resources Matter pertaining to employees and Board Directors. As per the Municipal Act, 2001, there were no votes taken during the closed portion of the meeting with the exception of the procedural motion to move into Open Session.

○ **Motion to move back into Open Session:**

The Downtown Barrie BIA Board of Management moves a motion to move back into Open Session at 5:57 PM EST.

Moved by: Secretary-Treasurer Sarah Jensen

Seconded by: Director Jim Harris

Vote: All in favour **UNANIMOUSLY CARRIED**

○ **Motions to accept Resignations:**

■ Executive Director Resignation (2021_11_23 BIA Motion #3) -

The Downtown Barrie BIA Board of Management moves a motion to receive the resignation letter of Executive Director Kelly McKenna as of November 30, 2021.

Moved by: Secretary-Treasurer Sarah Jensen

Seconded by: Director Cait Patrick

Vote: All in favour **UNANIMOUSLY CARRIED**

■ Board Directors Resignations (2021_11_23 BIA Motion #4) -

The Downtown Barrie BIA Board of Management moves a motion to receive the resignations of Director Teresa Woolard and Director Jason Ing.

Moved by: Director Cait Patrick

Seconded by: Director Colin Hassey

Vote: 8 In favour
0 Opposed
1 Abstain **CARRIED**

○ **Board Vacancies:**

○ **Background:**

- Secretary-Treasurer Sarah Jensen tabled a motion to appoint Victoria Butler to the Board as per previous Board direction from the January 21, 2020 meeting and 01_21_2020 BIA Motion #5.

○ **Discussion:**

- Chair Morales clarified that the BIA's current constitution allows for appointments and noted that 01_21_2020 BIA Motion #5 does provide direction on who to appoint to fill those vacancies.

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o **Board Vacancies** *continued* :

o **Discussion** continued:

- BIA staff clarified that the by-election results had a three- (3-) way tie to fill the next vacancy.
- The Board discussed the appointment of Victoria Butler along with having BIA staff approach the other candidates tied to fill the two (2) other current vacancies to see if they are interested and still eligible.
- The Board discussed the merits of not filling the vacancies at this time.
 - Vice Chair Janet Kemp noted that the new BIA constitution, once ratified by the BIA membership and City Council, has the Board operate with a reduced number of eight (8) directors.
 - o She expressed disagreement with the appointment of any new Board Members at this time and suggested that the Board ask Council for a reduced quorum number. She noted that this would allow the Board to continue to operate with the eight (8) current Board Directors until the new constitution is ratified.

o **Motion as Amended**

Board Vacancy Direction (2021_11_23 BIA Motion #5) -

The Downtown Barrie BIA Board of Management moves a motion to appoint Victoria Butler,

And to have BIA Staff confirm the eligibility and the interest of Morgan Sheridan and Denise Tucker in filling a Board position.

If they are eligible and interested then they are to be appointed with their names submitted, along with Victoria Butler, to the City Clerk for ratification at Barrie City Council.

Moved by: Secretary-Treasurer Sarah Jensen

Seconded by: Director Cait Patrick

Friendly Amendment by: Chair Sergio Morales

Vote: 7 In favour

0 Opposed

1 Abstain

CARRIED

Committee Reports

● **Downtown Safety Task Force**

o **Background:**

- Director Hassey noted that at the Annual General Meeting (AGM) the Board heard some pretty heated discussions about safety issues downtown. He is therefore tabling the below motion that the Board formally request that Barrie Police develop a downtown specific safety plan.

**Chair Morales confirmed for the minutes that the wording used in the presented motion is reflecting police terms and a reporting category. It is not meant to offend or to dehumanize.*

o **Discussion:**

- Secretary-Treasurer Jensen expressed discomfort with using the term 'unwanted person' in the motion despite it being a police term.
 - Director Hassey noted that the Board received a presentation by the Barrie Police which used that police term in their compiled data. He expressed concern about missing out on the collection of data from that category.

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Committee Reports *continued*

● **Downtown Safety Task Force** *continued*

○ **Discussion** continued:

- Director Chad Ballantyne noted that an ‘unwanted person’ is not directly related to the person who is not wanted. They are not wanted in that area. He suggested amending the wording of ‘unwanted persons’ in the motion to ‘trespassing.’

- Director Hassey agreed to the friendly amendment.

■ **Direction to Staff:**

- Chair Morales requested that for the purposes of data collection the motion might not use the term ‘unwanted persons,’ but the Board would still request that Barrie Police capture the data from that category.

■ **Motion:**

Downtown Safety Task Force (2021_11_23 BIA Motion #6)

The Downtown Barrie BIA Board of Management moves a motion that the BIA request the Barrie Police Service develop a downtown specific safety plan that addresses downtown BIA member specific concerns including break and enter, theft, vandalism, panhandling, ~~unwanted~~ trespassing persons, and anti-social behavior and provide quarterly updates on the effectiveness of said plan on an ongoing basis to the BIA and City Council.

Moved by: Director Colin Hassey

Seconded by: Director Cait Patrick

Friendly Amendment by: Director Chad Ballantyne

Vote: All in favour

UNANIMOUSLY CARRIED

● **Small Business Property Tax Class Program -**

○ **Background:**

- Director Hassey noted that as a COVID venture, the provincial government changed the way property tax works and allowed municipalities to create a small business property tax. In general terms, the province is allowing the City to define what small business is and create a separate property tax regime for those businesses.
- Director Hassey tabled the below motion.

○ **Discussion:**

- Director Fuda inquired about whether the City can limit the initiative to the BIA boundary.
 - Chair Morales noted that it is his understanding that the City is able to limit it.
- Chair Morales inquired about issuing a separate letter asking the City of Barrie to match any contributions for money specifically targeted towards facade improvements.
 - The Board discussed the opportunity and opted to possibly pursue a targeting facade improvement initiative at a later date.

○ **Motion:**

Small Business Property Tax Class Program (2021_11_23 BIA Motion #7)

The Downtown Barrie BIA Board of Management moves a motion that the BIA request the City of Barrie create a small business subclass within the commercial tax class to offer property tax relief of at least thirty percent (30%) for small businesses located within the BIA boundary as a COVID relief measure lasting a minimum of two (2) years.

Moved by: Director Colin Hassey

Seconded by: Director Daniela Fuda

Vote: All in favour

UNANIMOUSLY CARRIED

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Treasurer's Report -

- **Budget vs Actuals** -> [Please see '2021_11_23 BudgetvsActuals' for details.](#)
 - Director Fuda inquired about the roll over of funds at year end.
 - Executive Director McKenna noted that the finance committee has discussed setting up a reserve fund so that any additional monies at the end of the year could be used towards a special project or a capital commitment.
 - Director Hassey requested that the date of the 'Budget vs. Actuals' appropriately reflect the current date. He also inquired how the BIA collected more from the City in 2021 than originally anticipated?
 - Ms. McKenna noted in 2020 some BIA properties were assessed at a lower rate and as a result the BIA received less of the levy. In 2021, there was a reassessment, which resulted in the BIA receiving more funds.
- Management Report -
-> [Please see '2021_11_23 Management Report' for details.](#)

ADJOURNMENT

Motion to adjourn at 6:57pm:

Moved by: Director Chad Ballanyne

Seconded by: Vice Chair Janet Kemp

Vote: All in favour **UNANIMOUSLY CARRIED**

Next Meeting: Closed Meeting Training
December 7, 5-7pm
Special Guest: John Mascarin, Aird & Berlis LLP