



Downtown Barrie BIA

2020 Annual General Meeting Minutes

November 1st, 2021 3pm - 5pm

Virtual through Zoom Link

In Person at the Sandbox Centre

ATTENDANCE:

In Person - BIA Board of Management: Chair Sergio Morales, Vice Chair Janet Kemp, Secretary Treasurer Sarah Jensen. Ms. Daniela Fuda, Mr. Colin Hassey, Mr. Jason Ing, and Councillor Jim Harris **Virtual - BIA Board of Management:** Mr. Chad Ballantyne **Regrets:** Ms. Cait Patrick and Ms. Teresa Woolard

In Person - BIA Members: Marco Ormonde - The North Restaurant, Gary Silverberg - Barrie Waterfront Dev., Katie Green - Spare Room, Patty Gardner - Flying Monkeys Craft Brewery, Peter Chiodo - Flying Monkeys Craft Brewery, Andrea Chiodo - Flying Monkeys Craft Brewery, Tracey L Baker - ZuZu Fashion Boutique, Wayne Hay - Hay Co. Commercial Group, Clinton Boyd - B'Spoke Kitchen, Jill Dyck - Bohemia, Mat Boiselle - Regus, Stefano Agostino - P_ZZA, and Chantal Goddard - Chantal & Micheal **Virtual - BIA Members:** Denise Tucker - Oil Co. Inc., Marc Anthony Venere - Wynstar & Wyn2 Inc., Graydon Ebert - Ain Whitehead LLP, Rob Tallis - Wynstar & Wyn2 Inc., John Laking - Laking & Rhoades Travel, Steve Sperling - Aerarium Development Corp., Adam LeBoeuf - Bill LeBoeuf Jewellers,, Sandi McMillan - Our House, Alyssa Wright - Engage Barrie Organization, and Benjamin Tran - Property Owner.

In Person - Guests: Deputy Mayor Barry Ward - City of Barrie, Stephannie Schlichter - City of Barrie, Ryan Lay - City of Barrie, Tom Ambeau - Gel, Renee Galloway - Debits & Credits, and Shawn Gibson - Barrie Today. **Virtual - Guests:** Councillor Keenan Aylwin - City of Barrie, Michael Prowse - City of Barrie, Dawn McAlpine - City of Barrie, Wendy Cooke - City of Barrie, Chief Kimberley Greenwood - Barrie Police, Deputy Chief Rich Johnson - Barrie Police, Kathleen Trainor - Tourism Barrie, Todd Tuckey - Barrie Chamber, Cathay Barrie - Tax Wise, Michelle Huggins, and Chris Simmons - Simcoe.com.

CALL TO ORDER

- Chair Sergio Morales called the Downtown Barrie BIA Annual General Meeting on Monday, November 1st, 2021 at the Sandbox Centre to order at 3:08 pm.
-> Please see 'Downtown Barrie BIA - 2020 Annual General Meeting - Presentation' for reference.

LAND ACKNOWLEDGEMENT

APPROVAL OF AGENDA

Motion to approve the agenda:

Moved by: Mr. Gary McCluskey

Seconded by: Secretary-Treasurer Sarah Jensen

Vote:

Carried

ADOPTED

VICE CHAIR'S WELCOME & REMARKS - Ms. Janet Kemp

- It was noted in Vice Chair Kemp's remarks that the 2020 BIA Annual General Meeting is being held in accordance with the Ontario Municipal Act, as well as with the Downtown Barrie BIA's 2007 Constitution.
-> Please see 'Downtown Barrie BIA - 2020 Annual General Meeting - Vice Chair Janet Kemp - Welcome & Remarks' for reference.

Downtown Barrie BIA

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DOWNTOWN BARRIE BIA BOARD OF MANAGEMENT INTRODUCTIONS- Ms. Janet Kemp

-> Please see 'Downtown Barrie BIA - 2020 Annual General Meeting - Presentation' for reference; specifically slide #6.

CHAIR'S WELCOME AND REMARKS - Councillor Sergio Morales

-> Please see 'Downtown Barrie BIA - 2020 Annual General Meeting - Chair Sergio Morales - Welcome & Remarks' for reference.

WEST END PERMANENT MARKET COMMITTEE UPDATES - Deputy Mayor Barry Ward

-> Please see 'Downtown Barrie BIA - 2020 Annual General Meeting - Presentation' specifically slides #8 to #18 for details.

2020 Downtown Barrie BIA BUSINESS -

- BIA Member Steve Sperling, with Aerarium Development Corp., inquired about Member attendance at tonight's Annual General Meeting and what institutes quorum?
 - Chair Morales reiterated, as per Vice Chair Kemp's opening remarks, that the Downtown Barrie BIA's 2020 AGM is being held in accordance with the Ontario Municipal Act.
 - Executive Director Kelly McKenna noted that Section 7.5 of the current BIA constitution (2007) states that ...
 - 'A quorum for the Annual General Meeting shall be a simple majority of 2 to 3% of the current Membership base.'
 - Chair Morales noted that a quorum has been met at tonight's meeting through both Member virtual and in person attendance.
- **2020 Annual Report & 2020 Audited Financial Statement** - Executive Director Kelly McKenna
 - > Please see the following documents for presentation details and items referenced...
 - ◆ 'Downtown Barrie BIA - 2021 Annual General Meeting - Presentation slides #19 to #23, along with '2020 Annual Report - Audited Financial Statements + Budget.pdf.
- **2020/2021 Open Air Dunlop** - Project Manager Stacey Zubczyk
 - > Please see 'Downtown Barrie BIA - 2021 Annual General Meeting - Presentation' specifically slides #23 for the 2020 OAD CTV Commercial.
 - ◆ Refer to 'Downtown Barrie BIA - 2021 Annual General Meeting - Project Manager Stacey Zubczyk - Open Air Dunlop ' for details.
 - **BIA Member Feedback/ Inquires:**
 - Ms. Chantal Goddard of Chantal & Micheal suggested that the Downtown Barrie BIA businesses adopt consistent hours of operation during Open Air Dunlop.
 - Executive Director McKenna noted the BIA has received feedback about expanding Open Air Dunlop into Sundays' However, currently, many businesses are closed Sundays. As such, including Sundays is a possible Open Air Dunlop pilot initiative for 2022.

'2020 BIA BUSINESS' continued on the next page...

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2020 BIA BUSINESS' continued...

- Property Owner Gary McCluskey noted that it might be difficult to get business owners to give up their 'day of rest on Sundays'.
- Mr. Stefano Agostino of P_ZZA inquired about event attendance numbers.
 - Ms. McKenna noted that we had not collected attendance numbers at events prior to Open Air Dunlop.
 - Ms. Zubczyk also shared that attendance numbers collected, in both 2020 and 2021, might be on the conservative side due to Health Unit restrictions and the allowance of only 100 people permitted at outdoor gatherings.
- **Proposed 2022 Budget & Programming** - Executive Director Kelly McKenna
->Please see 'Downtown Barrie BIA - 2021 Annual General Meeting - Presentation' specifically slides #24 for the 2022 Budget Input details.
 - **BIA Member Feedback/ Inquires:**
 - Mr. Agostino of P_ZZA inquired about the safety portion of the proposed 2022 budget.
 - Executive Director McKenna noted that the safety portion of the 2022 budget has gone down by \$10,000. It was \$50,000 in 2021. She noted that not all of the budget was spent in 2021. The suggested amount in the 2022 budget is \$40,000.
 - Mr. Agostino expressed concern about lowering the safety budget.
 - Chair Morales clarified that the money was not purposely cut from the budget, rather that the BIA didn't spend the money as the unforeseen pandemic meant a lot of items the money would have been spent on shifted or changed. He expanded that budgets are evolving targets, and noted Mr. Agostino's concern for safety, and that future budgets would make this a priority.
 - Mr. Marco Ormonde of The North Restaurant, along with Mr. Agostino, expressed concerns about the overall safety in the downtown and the west end.
 - Deputy Chief Rich Johnson of Barrie Police, weighed and provided a brief overview of Barrie Police's evidence based policing approach to the downtown.
- **Rebrand & New Website Reveal** - Project Manager Kristen Eatch
-> Please see 'Downtown Barrie BIA - 2021 Annual General Meeting - Presentation' specifically slides #25 to #26 for details.
 - ◆ Refer to 'Downtown Barrie BIA - 2021 Annual General Meeting - Project Manager Kristen Eatch - Rebrand and New Website ' for details.

New Constitution & By-Laws - Director Colin Hassey, Governance Chair

- Governance Chair Hassey provided a brief overview of the new BIA Constitution and Bylaws.

New Constitution & By-Laws continued on the next page...

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New Constitution & By-Laws *continued...*

- He noted that despite the BIA Governance Committee working on the documents for more than a year, and receiving quite a bit of legal advice, the City of Barrie indicated last Friday (October 29th) that they have technical issues with the drafted documents. As such, the BIA still wanted to ensure that the Membership were provided an opportunity to review the documents which have been made available on the BIA's website.
- Chair Sergio Morales requested an informal show of hands on who has had a chance to review the new constitution and bylaws. He suggested that there might still be some people in attendance, or online, that may not have had an opportunity and may have questions. He noted that it might be prudent to bring the item back to the Membership at a future Special General Meeting in order to allow the City of Barrie, the Governance Committee, BIA Staff and lawyers, along with the Downtown Barrie BIA Members a chance to review.

■ **Member Questions:**

- Ms. Alyssa Wright of Engage Barrie Organization, inquired via Zoom, if Chair Morales is suggesting referring to both documents (i.e the proposed constitution and bylaws).
 - Chair Morales indicated that both would be referred to future Special General Meeting.

** Chair Morales handed over the meeting to Governance Chair Hassey at 5:19 pm in order to allow Councillor Morales to present a motion.*

■ **Motion:**

Councillor Sergio Morales moved that the proposed Constitution and the proposed Bylaws of the Downtown Barrie BIA be referred to another Special Meeting of the Downtown Barrie BIA Membership to be called by the Chair.

Seconded by: Secretary-Treasurer Sarah Jensen

Vote: Approved on Majority Consensus

** Governance Chair Hassey handed back over the meeting to Chair Morales at 5:26pm.*

CHAIR'S CLOSING REMARKS - Councillor Sergio Morales

- Chair Morales thanked everyone for their attendance and reminded them that the Downtown Barrie BIA Office will be in touch with a date for the Special General Meeting to discuss the Constitution and and bylaws.

ADJOURNMENT

Motion to adjourn at 5:33 pm:

Moved by: Director Jason Ing

Seconded by: Director Colin Hassey

Vote: All in favour

UNANIMOUSLY CARRIED

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