



Downtown Barrie BIA

2023 Board of Management - January Meeting Minutes

Thursday January 26, 2023 - 5:00pm - 6:30pm

Sandbox Centre (24 Maple Avenue) & via Zoom

Directors in attendance: 7

Mr. Chris Gerrard (*In-person*)

Ms. Heather Kennedy (*Zoom*)

Ms. Christina Mancuso (*In-person*)

Ms. Alison Oakes (*In-person*)

Mr. Steve Ricalis (*Zoom*)

Ms. Jaclyn Stergiadis (*In-person*)

Councillor Craig Nixon (*In-person*)

Director Regrets:

Ms. Janet Kemp

Ms. Chantal Martin

Staff in attendance:

Mr. Craig Stevens, Executive Director

Ms. Stacey Zubczyk, Operations Manager

Ms. Sarah Jensen, Communications & Public Realm Coordinator

Public attendance: 3

CALL TO ORDER -

- Operations Manager Stacey Zubczyk opened the Downtown Barrie BIA Board of Management (the Board) Regular January Meeting on Thursday January 26, 2023 to order at 5:05 PM EST.
 - Ms. Zubczyk reminded the Board Directors in attendance that this meeting is being broadcasted via Zoom Webinar and was now open to the public.
 - She noted that BIA Board Directors Steve Ricalis and Heather Kennedy would be attending tonight's meeting virtually.

LAND ACKNOWLEDGEMENT -

- Communications & Public Realm Coordinator Sarah Jensen shared the Land Acknowledgement.

INTRODUCTIONS -

- Executive Director Craig Stevens welcomed the new Board and provided an introduction, and brief description of the BIA Team.
 - > *Please see attached '2023_01_26_Jan BIA Appendix - 2023 Board Intro.pdf' for references.*
- Mr. Stevens description included an brief overview of the the work of the BIA Support Team members:
 - Glenn Coulson (Coulson and Associates) - Fundraising
 - Tom Ambeau (Gel Agency) - Marketing & Creative
 - Robert Wilson - Gill (RWG Essentials) - BIA Maintenance Lead
 - Danny Houle - BIA Cleanliness Ambassador
 - Cameron Stamper - Photographer/Videographer



INTRODUCTIONS *continued* -

- Next Mr. Stevens offered the opportunity for each Board Director to go around the table and offer brief introductions.

OVERVIEW OF BIA -

– > *Please see attached 2023_01_26_Jan_BOM - Apdx#1 (BIA Overview).pdf* for details.

- Mr. Stevens shared a brief history of how Business Improvement Areas, ie BIAs, came into existence.
- The Board was also presented with a 10-minute video created by OBIAA, which can be located on YouTube '[What is a BIA?](#)' which outlines basic information on Business Improvement Areas.

PAST TERM IN REVIEW - *POSTPONED*

- Mr. Stevens noted that unfortunately Past Chair Janet Kemp was unable to attend this meeting. However, she is able to attend the next onboarding meeting on Thursday February 9th, 2023 and is prepared to share an overview of the past term at this meeting.

ORGANIZATIONAL OVERVIEW (FINANCE/HR/GOVERNANCE) -

– > *Please see attached '2023_01_26_Jan_BOM - Apdx#2 (2023 BIA ORG CHART).pdf* for details.

STRATEGIC ACTION MAP -

- Mr. Stevens shared with the Board a past version of the Downtown Barrie BIA Strategic Action Map and spoke to the reason for developing the document
 - It was noted that a separate 'Strategy Session' is schedule do take place on Thursday February 9th, 2023 to review and discuss this Action Map

BUDGET OVERVIEW

– > *Please see attached '2023_01_26_Jan_BOM - Apdx#3 (2023 BIA DRAFT BUDGET)' for details.*

- Mr. Stevens noted that the information shared as part of this package is a high level budget overview from December AGM .
- It was noted that a Board will receive a high level version of the budget with more detailed breakdowns for the February approval of the next budget. The BIA Team is suggesting tackling 'Strategy' first and aligning the new budget to that. As such, a separate 'Budget Session' is scheduled for Thursday February 23rd 2023.

CODE OF CONDUCT/CONFIDENTIALITY

– > *Please see attached '2023_01_26_Jan_BOM - Apdx#4 (2023-2026 BOM - Code of Conduct).pdf* for details.

- Mr. Stevens read out loud the pledge as Board Directors in attendance took the time to sign and witness the document.
 - Director Heather Kennedy noted that she will sign and return the document to the BIA office in the coming days.
 - Director Steve Ricalis noted that he will do the same on his return from his current vacation.

PROPOSED ON-BOARDING BIA BOARD MEETING SCHEDULE

– > *Please see attached '2023_01_26_Jan_BOM - Apdx#5 (Onboarding Meeting Schedule).pdf* for details.

- As noted above, during the overview of the 'Strategic Action Map' and 'Budget' with so much information to review BIA Staff have provided a special Meeting schedule.
- Director Kennedy inquired as to when BIA Staff are meeting with Barrie Police Service.
 - Ms. Jensen noted Monday (January 30th) at 11 am and welcomed her to attend.



- Mr. Stevens noted that Barrie Police are also willing to attend a future Board meeting to provide an update on their initiatives

EXECUTIVE OVERVIEW & VOTE / COMMITTEE ALLOCATION - *POSTPONED*

–> *Please see attached '2023_01_26_Jan_BOM - Apx#6 (Exc Overview).pdf' for details.*

- After some consideration, the BIA Team has proposed that voting the 'Executive Vote/ Committee Allocation' occur at the next meeting on Thursday February 9th, 2023 in order to allow Directors the opportunity to familiarize themselves with the roles and responsibilities.
 - *The Board provided informal agreement to this suggestion.*

ADJOURNMENT -

- Operations Manager Stacey Zubczyk thanked those in attendance and offered adjournment of the meeting at 6:21 PM EST.

Next Meetings: Thursday February 9th 2023 - 5 pm - 6:30 pm (*Special*)

Location: Sandbox Centre & Zoom

Topic(s): **Past Term Review**

**Executive Overview & Vote / Committee Allocation
Strategy Session (Strategic Action Map)**