



Downtown Barrie BIA

## 2023 Board of Management - April Meeting Minutes

Thursday April 27, 2023 - 5:00pm - 6:30pm

Sandbox Centre (24 Maple Avenue) & via Zoom

### Directors in attendance (in person): 7

Ms. Heather Kennedy, Chair

Mr. Steve Ricalis, Vice Chair

Ms. Alison Oakes

Mr. Chris Gerrard

Ms. Chantal Martin

Councillor Craig Nixon

Ms. Janet Kemp (Past Chair)

### Director Regrets:

Ms. Christina Mancuso

### Absent Directors:

Ms. Jaclyn Stergiadis, Secretary-Treasurer

### Staff in attendance:

Mr. Craig Stevens, Executive Director

Ms. Stacey Zubczyk, Operations Manager

Ms. Sarah Jensen, Communications & Public Realm Coordinator

### Guest :

Ms. Melisa Mifsud, Manager of Accounting and Financial Reporting for the City of Barrie

Ms. Stephanie McMillian, Supervisor of Financial Reporting and Policy for the City of Barrie Finance

Ms. Pina Colavecchia, Deloitte LLP (via phone)

### Public attendance: 2

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## CALL TO ORDER -

- Chair Heather Kennedy called the Downtown Barrie BIA Board of Management (the Board) Meeting on April 27, 2023 to order at 5:13 PM EST.

## LAND ACKNOWLEDGEMENT

## CONFIRMATION OF MINUTES + AGENDA

- **Adoption of the Minutes:**
  - A copy of the **March 2023 Board Meeting Minutes** (2023\_03\_\_Mar\_BIA BOM\_Agenda), which was held on Thursday March 23, 2023, has been circulated to be received and adopted as printed.  
Moved by: Mr. Steve Ricalis, Vice Chair  
Seconded by: Mr. Chris Gerrard  
**Vote:** All in favour **UNANIMOUSLY CARRIED**
- **Adoption of Agenda:**
  - A copy of the agenda for the **2023 April Board Meeting** (2023\_04\_27\_April\_BIA BOM\_Agenda), was circulated to be received and adopted as printed.  
Moved by: Mr. Chris Gerrard  
Seconded by: Mr. Steve Ricalis, Vice Chair  
**Vote:** All in favour **UNANIMOUSLY CARRIED**



## PRESENTATION - 2022 BIA Audited Financial Statements

– > Please refer to *Barrie BIA - Financial Statements December 31, 2022 DRAFT' (13 pages)' for details.*

- **Background:**

- Ms. Pina Colavecchia, Deloitte LLP (via phone) provided a brief overview of the document which was provided to the board for review prior to the meeting.

- **Questions & Comments:**

- BIA Board had no direct inquiries for Ms. Colavecchia with Deloitte LLP or the representatives of the City of Barrie Ms. Melisa Mifsud or Ms. Stephanie McMillian.

- **Motion:**

- Moved by Vice Chair Steve Ricalis -

The Downtown Barrie BIA Board of Management moves a motion to approve the 2022 Downtown Barrie BIA Draft Audit (i.e. Financial) Statements as presented.

Seconded by: Mr. Chris Gerrard

**Vote:** All in favour

**UNANIMOUSLY CARRIED**

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## CHAIR'S REMARKS - Chair Heather Kennedy

- Ms. Kennedy provided the Board with a brief update of the following....

- **Team Building - 'Strategy Planning Session' -**

- The BIA Executive Team & Staff hope to host a Board 'Team Building -Strategy Planning Session' in the very near future.
  - BIA Staff will reach out to Board Directors to gather details about availability.

- **Social Media Initiatives -**

- Thank you to BIA Director Chantal Laurin for all her contributions to the BIA's social media channel.
  - Ms. Kennedy encouraged other BIA Directors to do something similar and suggested a post a week on social media, sharing with the BIA for repost.

- **Barrie Police Update -**

- Thank you to Officers Colin and Mike. They have been around Downtown meeting owners and visitors since the beginning of April and getting to know the neighborhood.
- They seem to be compassionate and passionate for downtown and they are the right people for the job and people are receptive to them being there.
  - The Board briefly discussed the recent positive police presence.
    - Councillor Nixon shared with the Board that the posting wasn't an assignment. Barrie Police sent people who wanted to go downtown. They both have experience with dealing with people in crisis, they're perfect people for it. He noted that a few more officers would be great.
    - Director Alison Oakes shared it would be nice to see them in Lakeshore Mews.

## CHAIR'S REMARKS *continued...*

- **Pride Month Update -**



- Chair Kennedy and Ms. Sarah Jensen, Communications & Public Realm Coordinator, recently met with the Barrie Pride team.
    - They are excited to have the BIA support for sharing events, etc.
      - It was noted that the BIA will have rainbow Pride banners downtown for the month of June.
      - The BIA will be reaching out to businesses in coming weeks, to ask owners to decorate their businesses with rainbows for June.
      - BIA Staff are also investigating other activities throughout the month of June including a Pride inspired Lawn Chair Luminata: Outdoor Movie night.
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**STAFF UPDATE - Executive Director Craig Stevens**

*→ Please refer to '2023\_04\_27\_\_BIA Appendix 1- STAFF UPDATE.pdf (8 pages)' for details.*

● **2022 Audit -**

○ Comments & Inquiries -

- Ms. Kemp inquired about the items ( i.e. held legal invoices and uncollected HST) from 2021 that Deloitte mentioned in the Audit Report presentation and inquired if Directors from the previous board should be answerable.
- BIA Staff shared that at this time the legal invoices have been paid and provided an explanation for the 'HST Rebate' delay
  - It was noted that the BIA has since received their 'Public Service Board (PSB)' designation from the Canadian Revenue Agency (CRA) and is now receiving 11% back in their owed HST rebate.

● **OBIAA Conference -**

○ Update:

- BIA Staff recently attended the annual OBIAA conference in London, Ontario.
  - The conference brought together 300+ BIAs and provided an opportunity to see where 'Downtown Barrie' lies in terms of opportunities & challenges, and have robust conversations.
  - Executive Director, Craig Stevens and Manager of Developer & Special Projects, Tawnya Gurchin presented on behalf of the Downtown Barrie BIA and City of Barrie a session titled Pedestrianizing the Downtown Corridor. Which outlined and highlighted the pedestrianisation of the Downtown core that included parking, the pilot patio program, Open Air Dunlop, Meridian Place development and the Dunlop Street Redevelopment. It was very well received by the attendees.
- It was noted that the conference included lots of mobiles and placemaking examples.

○ Discussion:

- The Board briefly discussed how other BIA's differ from Downtown Barrie in terms of size, services, and other offerings.

● **BIA Boundary Expansion:**

○ Discussion:

- The Board briefly discussed the opportunity, implementation and possible next steps.

● **Open Air Dunlop - Canada Day:**

○ Update:

- The BIA received a portion of the Heritage Canada grant for Canada Day festivities.
- The City of Barrie also received grant funding as well.



**STAFF UPDATE** *continued...*

- **Summer Student Job Grant:**
  - Update:
    - The BIA received federal funding for 2023.
- **Mural Projects Updates:**
  - Completed:
    - Fab Tay Alley - The individual artwork has now been installed in the alleyway between CIBC & PIZZA.
    - Lakeshore Mews Alley - The Clandestinos have completed a mural on the alley beside the BIA Office).
  - Coming Soon:
    - Shak’s World - The Clandestinos are expected to begin the Mid -May.
  - In the works:
    - Planning for July to have a ‘Welcome to Downtown’ mural in the west end.

**ADJOURNMENT**

- Motion to adjourn meeting at 6:20 PM EST.  
 Moved by: Ms. Alison Oakes  
 Seconded by: Mr. Chris Gerrard

**Vote:** All in favour **UNANIMOUSLY CARRIED**

**Next Meetings:** Thursday May 25, 2023 - 5 pm - 6:30 pm

**SIGNED AND DATED**

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Executive Director Craig Stevens

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Date

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Secretary - Treasurer Jaclyn Stergiadis

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Date

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Chair Heather Kennedy

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Date