



Downtown Barrie BIA

2023 Board of Management - May Meeting Minutes

Thursday May 25, 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. Jaclyn Stergiadis, Secretary-Treasurer

Ms. Christina Mancuso

Ms. Chantal Martin

Director Regrets:

Councillor Craig Nixon

Ms. Janet Kemp (Past Chair)

Staff in attendance:

Mr. Craig Stevens, Executive Director

Ms. Stacey Zubczyk, Operations Manager

Ms. Sarah Jensen, Communications & Public Realm Coordinator

Public attendance: 1

CALL TO ORDER -

- Chair Heather Kennedy called the Downtown Barrie BIA Board of Management (the Board) Meeting on Thursday May 25, 2023 to order at 5:05 PM EST.

LAND ACKNOWLEDGEMENT

CONFIRMATION OF MINUTES + AGENDA

- Adoption of the Minutes:**

- A copy of the **April 2023 Board Meeting Minutes** (2023 _04__May_BIA BOM_Minutes), which was held on Thursday April 27, 2023, was circulated to be received and adopted as printed.

Moved by: Director Chris Gerrard

Seconded by: Secretary-Treasurer Jaclyn Stergiadis

Vote: All in favour **Carried**

- Adoption of Agenda:**

- A copy of the agenda for the **2023 April Board Meeting** (2023 _05_25_May_BIA BOM_Agenda), was circulated to be received and adopted as printed.

Moved by: Director Chris Gerrard

Seconded by: Secretary-Treasurer Jaclyn Stergiadis

Vote: All in favour **Carried**



CHAIR'S REMARKS - Chair Heather Kennedy

- Ms. Kennedy provided the Board with a update of the following...
 - **One Community Solutions -**
 - The BIA Office has received feedback from businesses happy to see 'One Community Connect' Team out picking up needles.
 - She noted that members of the Executive Team are eager to learn more about their mandate and scope of work.
 - **Barrie Pride -**
 - There will be lots of 'Pride activities planned throughout the month of June.
 - The 'You belong Downtown - Rainbow window sticker' has started popping up in BIA business and the 'You belong Downtown - Rainbow banners' will be going up along street banners hopefully in the coming weeks.
 - A themed Lawnchair Luminata Pride movie night featuring 'Kinky Boots', has been graciously sponsored by the Queen's and Flying Monkeys.
 - Chair Kennedy also noted that the BIA team is still encouraging businesses to sign up and participate in the 'Pride Window Decorating Contest' which has partnered with the Barrie Pride organization.
 - **Beautification Projects -**
 - Chair Kennedy also noted that the BIA team has also had lots of good feedback on the beautification projects in our downtown from businesses like Our House, the Wired Owl Coffee shop/Headquarters Salon, Jerry's Fries, and many more places.
 - They have commented about how much they love the projects, like the murals and the planters and whatnot, that they are bringing people Downtown and making it just look more inviting for people to come down and spend time there.

STAFF UPDATE - Executive Director Craig Stevens

– > [Please refer to '2023_05_25__BIA STAFF UPDATE \(May 2023.pdf \(9 pages\)' for details.](#)

- **Background:**
 - Mr. Stevens provided an overview of the 'Staff Report' shared with the Board and noted the following...
 - **Credit Card -**
 - Operations Manager Stacey Zubczyk has been working with Meridian Credit Union to obtain a 'Business Visa' for the Association. She has also actively managed the current balance on the BIA's Money Mart Titanium Mastercard; along with setting up the BIA office to receive Credit Card payments through our Intuit Quickbooks account.
 - **Lakeshore Mews Dumpster Program -**
 - The program has entered the next phase with a third dumpster bought for Flying Monkeys Craft Brewery and the dumpsters being relocated to an area, within the Lakeshore Mews Parking Lot, to better accommodate the additional bin.
 - Ms. Zubczyk continues to work with the program participants and the City to ensure appropriate use of the bins now that they have been relocated.



STAFF UPDATE *continued:*

- **Background** *continued:*

- **Events -**

- Rock 95 Patio Prowl list has filled up.
- Look FM Lunch Box - The BIA is working on signing up a few more locations.
- Lawnchair Luminata: Outdoor Movies - The first film will take place on June 21st for Indigenous Day, and will be sponsored by the City of Barrie.
 - BIA Staff is still waiting on the final roster of films from the Barrie Film Festival.
- Open Air Dunlop - The BIA is also gearing up for the first one of the season, being held in conjunction with the Barrie Airshow.
 - This event will also feature Viitology on the Meridian Place Stage and the movie 'Top Gun: Maverick'.

- **Digital Rack Card -**

- The BIA Team has been working with GEL Creative to develop a digital 'rack card' outline of the BIA events that can be used on all our social media platforms.

- **Streetscape Beautification -**

- Full streetscape is expected to roll out in the coming week.

- **One Community Solutions –**

- The BIA Team, and the Executive Team, hope to meet with the County of Simcoe and some of the One Community Team to learn more about them.
 - The BIA Board discussed the merits of the program and shared with Staff their questions about the program.
 - Mr. Stevens made note of the Board's question and noted he will share the information gathered from the meeting to the Board.
 - Director Chris Gerrard, also noted that he would be willing to extend an invitation to use the Queen's dumpster for disposing of needles

BUDGET VS. ACTUALS - Year to date

–> Please refer to '2023_05_25__BIA BDGT VS. ACTUALS- YTD (May 2023.pdf (X pages)' for details.

BIA TEAM BUILDING STRATEGY SESSION #1 OUTCOME- Executive Director Craig Stevens

–> Please refer to '2023_05_10 WB Strategic Session 1 (1 pg).pdf' for details.

- **Background:**

- Mr. Stevens noted that the circulated document is a mockup of what was written on the BIA Office Whiteboard during the **Team Building Strategy Session**.
 - He noted that this item is included as reference material that the Board can continue to build out on this BIA list of priorities and strategies.
 - Next Steps:
 - BIA Staff will circulate a doodle poll to gather availability for the next.
 -



Other Business...

- **Future Mural Projects -**

- **Background:**

– > *Please refer to '2023_05_25 Appendix #2-Potential Mural Locations).pdf (6 pages)' for details.*

- Executive Director Stevens noted that the list circulated to the Board for review is based on a few different factors...
 - Crime prevention through environmental design (CPTED) Foundation),
 - East End and/or West End focus,
 - Alleyway or Building Walls that ideally complement the area,
 - Along with a focus on the area/community and artist or art work.
- It was noted that the BIA's 'Mural Plan' is not limited to this list and there could be more locations which may involve current Board Directors' properties, buildings, and/or businesses.
 - Mr. Stevens shared, at which time, a Board Director will have to declare a 'Conflict of Interest' on any decisions on the implementation of murals or art work.
- **Discussion & Inquires:**
 - The board discussed the positive impact the murals have had thus far.
 - Chair Heather Kennedy inquired if there is away to measure the community impact the murals have had, especially with Barrie Police Services.
 - BIA Staff can investigate and report back.

- **Miconex Gift Card Program-**

- **Background:**

- Executive Director Stevens shared that he has received a formal proposal from a Gift Card company called Miconnex, which he ran through the high-level details of the program.
 - He noted the following...
 - They provide gift cards across Canada, the US, and the UK.
 - It's a comprehensive system, meaning that they look after everything connected to the program such as maintaining the website, to the funding, to managing the actual cards, and then working with us for training and initial supply of cards, as well as some initial help with promotion and marketing.
 - The upfront cost is for the initial supply of cards, building of the website that is tied to our website, but it is separate because it's an ecommerce site. Training, as well as assistance in helping with marketing promotion.
 - The BIA has a choice of either splitting the upfront costs over two (2) or three (3) years.
 - A one time initial fee would be \$11,950 or \$12,250 if the BIA opted to go the route of splitting the cost over over three years .
 - \$1,000 discount.
 - After the initial/upfront cost, there is an ongoing monthly fee of \$625, to manage the program

- **Staff Recommendation:**

- Mr. Stevens noted that funding for this initiative has not been allocated in the 2023 budget. As such, he recommended that the upfront cost come from the funding in the BIA's Reserve.



- **Miconex Gift Card Program** *continued* -

- **Discussion & Inquires:**

- The Board inquired if it was similar to a debit or credits card, which it was noted that it is.
- It was also noted that every store can use one single card as opposed to the current DWNTWN E-Gift Card system.
- There is also no set limit on the amount on a gift card and there is a great opportunity for sponsorship and corporate purchase programs, which Miconex will assist with.

- **Motion:**

- Miconex Gift Card Program (2023_05_25 Motion #1) -

The Downtown Barrie BIA Board of Management moves a motion to direct BIA Staff to move forward with implementing the Miconex Gift Program.

Moved by: Secretary-Treasurer Jaclyn Stergiadis
Seconded by: Director Chris Gerrard

Vote: All in favour **UNANIMOUSLY CARRIED**

- **Open Air Dunlop - First Aid Services**

- **Background:**

- Executive Director Stevens shared that one of the things that the City is again requiring for events that wasn't accounted for in the 2023 budget, because of the way things were running through COVID is the requirement for first aid services.
- In the past, the BIA has used the services of St. John's Ambulance which operates on a donation based program. They have been great in terms of supporting us with their services, which is \$600 for an eight hour day.

- **Staff Recommendation:**

- Mr. Stevens noted that we would like to use St. John's services again for Open Air Dunlop.
- This year, the BIA has arranged physical activities as part of our free Open Air programming, which it is good to have that kind of service around, along with it being good practice and a permit requirement.
- It was noted that the BIA will not have to pay \$600 for every Open Air Dunlop because there are some event dates in which the partners will be covering the cost for first aid.

- **Motion:**

- **Open Air Dunlop - First Aid Services** (2023_05_25 Motion #2) –

The Downtown Barrie BIA Board of Management moves a motion to direct BIA Staff to move forward with acquiring First Aid Services for the 2023 Open Air Dunlops.

Moved by: Secretary-Treasurer Jaclyn Stergiadis
Seconded by: Vice Chair Steve Ricalis

Vote: All in favour **UNANIMOUSLY CARRIED**



MOTION RATIFICATION -

- **Patio Support Program -**

- **Background:**

– > *Please refer to '2023_05_25 Appendix #1- Retail Patio Support (Confidential).pdf (3 pages)' for details.*

- This initiative came out of the recent ‘team Building Strategy Session.
- **Original ‘Patio Support Program’ Motion:**

Objective: To support the retail sector as part of the patio program to cover the 1st year's administration fee to the City of Barrie of \$400 per retailer in order to implement a patio on the sidewalk in front of the store. This would make the program free of cost for the retailers. The second year the retailers would cover the costs (admin fee + lease fee) ongoing.

Budget: Allocation of up to \$4000 which would allow 10 retailers to participate. If we get more BIA staff will notify the Board for further approval. This budget will come from the surplus funds.

Motion moved by: Director Chris Gerrard
Seconded by: Vice Chair Steve Ricalis
Vote: 7 In Favour Majority Approved

- **Staff Recommendation:**

- Mr. Stevens noted that the suggested friendly amendment will assist new restaurants, small cafes that have just opened within the last few years. He shared that to get 10 retailers initially would be wonderful. However, there is room to add these new restaurants and cafes without extending the budget.

- **Motion:**

- **Friendly Amendment Patio Support Program Motion (2023_05_25 Motion #3) –**

Objective: To support the retail sector & new restaurant business (must have opened in 2022 or 2023) as part of the patio program to cover the 1st year's administration fee to the City of Barrie of \$400 per participating business in order to implement a patio on the sidewalk in front of the store. This would make the program free of cost for the participant business. The second year the participating business would cover the costs (admin fee + lease fee) ongoing.

Budget: Allocation of up to \$4000 which would allow 10 businesses to participate. If we get more BIA staff will notify the Board for further approval. This budget will come from the surplus funds

Amendment moved by: Director Chris Gerrard
Seconded by: Director Allison Oakes
Vote: All in favour UNANIMOUSLY CARRIED

ADJOURNMENT

- Motion to adjourn meeting at 6:20 PM EST.

Moved by: Director Allison Oakes
Seconded by: Director Chris Gerrard
Vote: All in favour

UNANIMOUSLY CARRIED

Next Meetings: Thursday June 22, 2023 - 5 pm - 6:30 pm



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SIGNED AND DATED

Executive Director Craig Stevens

Date

Secretary - Treasurer Jaclyn Stergiadis

Date

Chair Heather Kennedy

Date