



Downtown Barrie BIA

2023 Board of Management - March Meeting Minutes

Thursday March 23, 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. Jaclyn Stergiadis, Secretary-Treasurer

Ms. Christina Mancuso

Ms. Alison Oakes

Mr. Chris Gerrard

Councillor Craig Nixon

Director Regrets:

Ms. Janet Kemp (Past Chair)

Ms. Chantal Martin

Staff in attendance:

Mr. Craig Stevens, Executive Director

Ms. Stacey Zubczyk, Operations Manager

Ms. Sarah Jensen, Communications & Public Realm Coordinator

Guest : Ms. Wendy Cooke, City of Barrie Clerk

Public attendance: 0

CALL TO ORDER -

- Chair Heather Kennedy called the Downtown Barrie BIA Board of Management (the Board) Meeting on March 23, 2023 to order at 5:02 PM EST.

LAND ACKNOWLEDGEMENT

CONFIRMATION OF MINUTES + AGENDA

- Adoption of the Minutes:
 - A copies of the October 2022 Board Meeting Minutes (2022_11_01 _OCT_BIA_ BOM_Minutes); along with the **January 2023 Board Meeting** (2023_01_26 _Jan _BOM_Minutes), and the the **February 2023 Board Meeting** (2023_02_23 _Feb _BOM_Minutes), were circulated to be received and adopted as printed.

Moved by: Vice-Chair Steve Ricalis

Seconded by: Ms. Alison Oakes

Vote: All in favour **UNANIMOUSLY CARRIED**

- Adoption of Agenda:
 - A copy of the agenda for the **2023 March Board Meeting** (2023_03_23_Mar_BIA BOM_Agenda), was circulated to be received and adopted as printed.

Moved by: Councillor Craig Nixon

Seconded by: Vice-Chair Steve Ricalis

Vote: All in favour **UNANIMOUSLY CARRIED**



CHAIR'S REMARKS - Chair Heather Kennedy

- Ms. Kennedy provided the Board with a brief update.
 - She noted that recently members of the Executive Team & Executive Director, along with Ward 2 Councillor Craig Nixon met with the Mayor, Police Chief, Fire Chief, and a number of other Downtown Stakeholders.
 - She noted that from that meeting the police chief seemed very receptive to a 'Welcoming Streets' program.
 - As such she would like to see Staff pull together a proposal as soon as possible so that it can be actioned.
 - She shared that the new positions that the police service have created for downtown are starting April 1st. Also noted that they do have movement as far as the timing goes for the daily shift.
 - At that meeting, they also discussed the idea of a 'Media Meeting' in which the press can ask the Board as well as the police service, and any other public representatives can ask questions and really get an idea of what we're doing to work on downtown safety.

Staff Update - Executive Director Craig Stevens

→ Please refer to '2023_03_23_Mar_BIA Appendix 1- STAFF UPDATE.pdf (7 pages)' for details.

- **Background:**
 - Mr. Stevens provided an overview of the 'Staff Report' presented to the Board, which has been organized under the BIA's four (4) pillars...
 - EVENT FACILITATOR
 - AREA MARKETER
 - PUBLIC REALM INVESTOR
 - POLICY & PARTNER INFLUENCER
 - It was noted that the BIA will be updating this document as initiatives begin and are completed.
- **Discussion / Brainstorming:**
 - The Board briefly discussed the following...
 - The upcoming start of patio season (April 15th).
 - The need for banners (flags) and flowers along the streetscape now that the fixture warranty is over.
 - Open Air Dunlop:
 - Road closure requirements and budget.
 - Activating the street and the possibility of incorporating outside maker/artisan vendors.
 - Extending the Canada Day Open Air Dunlop to more than just Saturday and incorporating a midway to make it like the old Promenade Days Festival.
 - Pride in June:
 - Possibly extending the Lawnchair Luminata season to include a Pride movie and getting sponsorship to assist.
 - Encouraging Downtown Business involvement.
 - The BIA Staff made note of the discussion and expressed a desire to hold a 'Team Building /Strategic Planning Session' in the near future to continue to brainstorm and plan out ideas for initiatives for this Board term.



BIA Governance Session - Ms. Wendy Cooke, City of Barrie Clerk

- > Please refer to '2023_03_23_Mar_BIA Appendix 2- Governance Prsensation.pptx (8 slides)' for details.

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 March 23rd 2023 - 5 pm - 6:30 pm

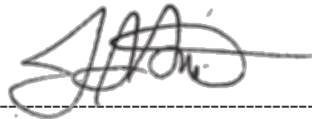
SIGNED AND DATED



 Executive Director Craig Stevens

March 24, 2023

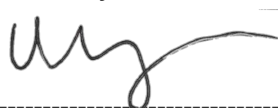
 Date



 Secretary - Treasurer Jaclyn Stergiadis

March 24, 2023

 Date



 Chair Heather Kennedy

March 24, 2023

 Date