



Downtown Barrie BIA

## **2023 Board of Management - July Meeting Minutes**

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

Sandbox Centre (24 Maple Avenue) & via Zoom

### **Directors in attendance (in person): 5**

Ms. Heather Kennedy, Chair

Mr. Steve Ricalis, Vice Chair

Ms. Alison Oakes

Ms. Chantal Martin

Councillor Craig Nixon

### **Director Regrets:**

Ms. Jaclyn Stergiadis, Secretary-Treasurer

Mr. Chris Gerrard

Ms. Christina Mancuso

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:** 0

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### **CALL TO ORDER -**

- Chair Heather Kennedy called the Downtown Barrie BIA Board of Management (the Board) Meeting on Thursday, July 27, 2023 to order at 5:09 PM EST.

### **LAND ACKNOWLEDGEMENT**

### **CONFIRMATION OF MINUTES + AGENDA**

- **Adoption of the Minutes:**
    - A copy of the minutes for the **2023 May Board Meeting** (2023 \_05\_25\_May\_BIA BOM\_Minutes), which was held on Thursday, May 25, 2023, was circulated to be received and adopted as printed.

Moved by:	Councillor Craig Nixon
Seconded by:	Director Alison Oakes
<b>Vote:</b>	All in favour <b>UNANIMOUSLY CARRIED</b>
  - **Adoption of Agenda:**
    - A copy of the agenda for the **2023 July Board Meeting** (2023 \_07\_27\_May\_BIA BOM\_Agenda), was circulated to be received and adopted as printed.

Moved by:	Director Alison Oakes
Seconded by:	Vice Chair Steve Ricalis
<b>Vote:</b>	All in favour <b>UNANIMOUSLY CARRIED</b>
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#### **CHAIR'S REMARKS** - Chair Heather Kennedy

- Ms. Kennedy noted that she, along with BIA Staff, hopes to get out 'door knocking' next week and engage with the BIA members about the final weeks of summer.
  - She also suggested that the Board host a 'Neighbourhood Social' sometime in early Autumn.
    - The Board briefly discussed both initiatives,

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#### **STAFF UPDATE** - Executive Director Craig Stevens

– > *Please refer to '2023\_07\_27\_\_BIA STAFF UPDATE (July 2023.pdf (9 pages))' for details.*

- Mr. Stevens provided an overview of the 'Staff Report' shared with the Board and noted the following...
  - **Noëlla Festival** -
    - Background:
      - Downtown Barrie has been awarded a grant of over \$30,000 for this year's Noëlla Festival.
        - This funding should allow the BIA to replicate something similar to last year's Noëlla Treelighting concert with the Stumbellas.
    - Discussion:
      - Mr. Stevens shared some of the perimeters of the grant, including using the funds to facilitate a two-day event.
        - The Board quickly brainstormed some ideas for two days.
    - Next Steps:
      - The BIA will strike a 'Sub Committee' to help facilitate the events over the two days, such as a 'Maker Market'.
  - **Royal Victoria Hospital (RVH) 's Healthy Living Initiative** -
    - Background:
      - Downtown Barrie has met RVH to discuss their 'Healthy Living' initiative, which would partner the hospital with Downtown restaurants/chefs to promote healthy options on their menus.
        - It would also promote family-friendly outdoor activities in downtown and the waterfront, and tie together the City's Community Safety Plan and food insecurity initiatives, etc
    - Next Steps:
      - Mr. Stevens will pull together details on the initiative and share with the Board.
  - **Original Butter Tart Celebration** -
    - Background:
      - Vice-Chair Steve Ricalis and BIA Staff recently met with the organizer of the regional Butter Tart festivals to discuss hosting an event next year in Downtown Barrie; possibly on July 13 or July 20, 2024.
        - There is an opportunity to partner with the RVH Foundation.
    - Discussion:
      - The Board brainstormed opportunities for events within the event, along with promotion and advertising concepts, and thoughts about the makeup of the vendor artisan market.



## BIA TEAM BUILDING STRATEGY SESSION #2 OUTCOME- Executive Director Craig Stevens

– > Please refer to '2023\_07\_20 WB Strategic Session 2 (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.

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### ADJOURNMENT

- Motion to adjourn the meeting at 5:45 PM EST.
  - Moved by: Director Craig Nixon
  - Seconded by: Vice Chair Steve Ricalis
  - Vote:** All in favour **UNANIMOUSLY CARRIED**

**Next Meetings:** Thursday September 28, 2023 - 5 pm - 6:30 pm

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### SIGNED AND DATED

\_\_\_\_\_  
Executive Director Craig Stevens

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Date

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Secretary-Treasurer Jaclyn Stergiadis

\_\_\_\_\_  
Date

\_\_\_\_\_  
Chair Heather Kennedy

\_\_\_\_\_  
Date