



Downtown Barrie BIA

2023 Board of Management - October Meeting Minutes

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

Sandbox Centre (24 Maple Avenue) & via Zoom

Directors in attendance (in person): 5

Mr. Steve Ricalis, Vice Chair

Ms. Alison Oakes

Mr. Chris Gerrard

Ms. Christina Mancuso

Councillor Craig Nixon

Director Regrets:

Ms. Heather Kennedy, Chair

Ms. Jaclyn Stergiadis, Secretary-Treasurer

Ms. Chantal Martin

Ms. Janet Kemp (Past Chair)

Staff in attendance:

Mr. Craig Stevens, Executive Director

Ms. Stacey Zubczyk, Operations Manager

Staff Regrets:

Ms. Sarah Jensen, Communications & Public Realm Coordinator

Public attendance: 0

CALL TO ORDER -

- Vice-Chair Steve Ricalis called the Downtown Barrie BIA Board of Management (the Board) Meeting on Thursday, October 26, 2023, to order at 5:17 PM EST.

LAND ACKNOWLEDGEMENT

CONFIRMATION OF MINUTES + AGENDA

- **Adoption of the Minutes:**
 - A copy of the minutes for the **2023 July Board Meeting** ([2023_07_27 July Meeting Minutes](#)), which was held on Thursday, July 27, 2023, was circulated to be received and adopted as printed.

Moved by:	Director Craig Nixon
Seconded by:	Director Chris Gerrard
Vote:	All in favour CARRIED
 - **Adoption of Agenda:**
 - A copy of the agenda for the **2023 October Board Meeting** (2023_10_26 October Meeting Agenda), was circulated to be received and adopted as printed.

Moved by:	Director Alison Oakes
Seconded by:	Director Christina Mancuso
Vote:	All in favour CARRIED
-



CHAIR'S REMARKS - Vice-Chair Steve Ricalis

- Every Open Air Dunlop should have a theme or as much activation as possible. If the Board has to reduce the number of weekends in order to have more impact, then we do until we fill up the street with activation and keep on building up from there.
 - Next Summer, Mr. Ricalis would love to do eight (8) or six (6) events, but the important factor is to ensure that there is something significant going on in conjunction with each event to draw thousands of people downtown.
 - Director Chis Gerrard added he feels that the BIA should be careful when hosting Open Air Dunlops in the early and later in the season because of weather and the later months and suggested focusing on the summer months.

STAFF UPDATE - Executive Director Craig Stevens

– > *Please refer to '2023_10_26__BIA STAFF UPDATE (Oct 2023).pdf (8 pages)' for details.*

- Mr. Stevens shared with the Board and noted the following...
 - **Downtown 'Work' vs 'Play' Theory -**
 - Background:
 - An interesting concept was presented at the International Downtown Association Conference a couple of weeks ago,
 - It has six (6) or seven (7) items listed on how people use the downtowns, such as 'live', 'work', 'play', 'make', 'create', 'meet', and 'socialize'; and how pre-COVID and post-COVID uses have changed significantly.
 - 'Shopping' was dropped and 'play' increased.
 - Downtowns that would have been considered a 'central business district' pre-COVID are now being considered a 'central social district' post-COVID people are coming downtown to 'play'..
 - Discussion:
 - The Board briefly discussed the concept,
 - **Noëlla Festival -**
 - Background:
 - BIA Staff provided the Board with a brief breakdown of all the planned activities:
 - **Noëlla Tree Lighting Celebration (Saturday, November 18)**
 - Wagon Rides,
 - LED Swings,
 - Art Activities
 - Free Hot Chocolate
 - Food Bank & Toy Drive collecting donations
 - Carolers & Street Performers
 - Festive Outdoor Movie
 - Santa Claus Parade
 - Rotary Festival of Trees...

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- **Noëlla Festival** *continued-*
 - *Background continued:*
 - Tree Lighting countdown & Fireworks
 - Visit from Santa Claus
 - Music on the Meridian Stage
 - Local performers: Cleary Ellis/Scott Murray
 - Community Choir: Brett Caswell & Choir Revolution
 - Opening Band: Birds of Bellwood
 - Headliner: My Son the Hurricane
 - **Noëlla Festive Market (Sunday, November 19)**
 - Maker Market with 8 to 10 vendors
 - Photos with Santa @ Meridian Stage
 - LumberJack Shows
 - Festive DJ, Carolers & Dancers
 - Free Art Activities
 - Carolers
 - Christmas DJ on Meridian Stage
 - **Noëlla Window Decorating Contest**
 - partnered with Corus Radio
 - The exact start date is to be determined
 - However, it will span from mid-November into mid-December
 - **Noëlla Tree & Wreath Lot**
 - *The first two (2), maybe three (3) Fridays and Saturdays in December, depending on inventory, and with the proceeds donated to 'Hospice Simcoe'.*
- Discussion:
 - The Board discussed communicating with the membership the importance of their involvement in these events.

- **Items for Discussion–**

- **Santa Claus Parade Route -**
 - The Board briefly discussed the circumstances regarding the Chamber of Commerce, Barrie Police, City Staff and City Council to result in the 2023 route remaining along Dunlop Street and not moving to Simcoe Street which was proposed and planned and the BIA was not supportive of.
- **Downtown Countdown - Meridian Place Stage Request Letter -**
 - Mr. Stevens shared with the Board that he has drafted a letter for the Mayor and City Council requesting that the City make use of the Meridian Place Stage as part of this year's and future years' New Year's Eve celebrations.
 - He will share this letter with the Board for approval before it is sent off to the City.
 - The Board briefly discussed the opportunity, as well as the opportunity to partner with other major events such as Kempenfest to activate the Meridian Place Stage.



- **Next BIA Board Strategic Session / Team Builder - Public Realm**

- **When:** Wednesday, November 1, 2023 - 8:30 am

- The board briefly discussed various ideas for different events along Dunlop Street, versus in Meridian Place_memorial square and even in alleys.
 - It was noted that the board will carry over this discussion into the next strategic team-building session.

- **Other Business -**

- **Director Resignation -**

- Background:

– > See attached ' 2023_10_26 Appendix #1 - Director Resignations (1 page).pdf' for reference.

- Inquiry:

- The Board inquired about options for filling the vacancy.
 - BIA Staff will investigate options and report back.

- Motion: **(Motion 2023_10_26 #1)** - Director Jaclyn Stergiadis Resignation

The Downtown Barrie Board of Management moves to accept the resignation email of Director Jaclyn Stergiadis received by BIA on Tuesday, October 24, 2023, at 7:31 PM.

Moved by: Director Chris Gerrard

Seconded by: Director Christina Mancuso

Vote:

All in favour

CARRIED

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

CARRIED

Next Meetings: Thursday, November 23, 2023 - 5 pm - 6:30 pm

SIGNED AND DATED

Executive Director Craig Stevens

January 25, 2024

Date

Chair Heather Kennedy

January 25, 2024

Date