



Downtown Barrie BIA

2024 Board of Management - January Meeting Minutes

Thursday, January 25, 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

Mr. Chris Gerrard

Ms. Christina Mancuso

Councillor Craig Nixon

Director Regrets:

Ms. Alison Oakes

Ms. Janet Kemp (Past Chair)

Staff in attendance:

Mr. Craig Stevens, Executive Director

Ms. Stacey Zubczyk, Operations Manager

Public attendance: 0

CALL TO ORDER -

- Chair Heather Kennedy called the Downtown Barrie BIA Board of Management (the Board) Meeting on Thursday, January 25, 2024, to order at 5:02 PM EST.

LAND ACKNOWLEDGEMENT

CONFIRMATION OF MINUTES + AGENDA

- Adoption of the Minutes & Notes:**

- A copy of the minutes for the **October 2023 Board Meeting Minutes**, held on Thursday, October 26, 2023, has been circulated to be received and adopted as printed.

Moved by: Director Craig Nixon

Seconded by: Director Chris Gerrard

Vote: All in favour **APPROVED**

- A copy of the notes from the **November 2023 Board Meeting Minutes**, held on Thursday, November 23, 2023, has been circulated to the Board for reference.

Moved by: Vice Chair Steve Ricalis

Seconded by: Director Chris Gerrard

Vote: All in favour **APPROVED**

- Adoption of Agenda:**

- A copy of the agenda for the **2024 January Board Meeting** was circulated to be received and adopted as printed.

Moved by: Director Craig Nixon

Seconded by: Director Christina Mancuso

Vote: All in favour **APPROVED**



CHAIR'S REMARKS - Chair Heather Kennedy

- Chair Kennedy offered quick remarks.
 - She noted that she is looking forward to the New Year with renewed positive energy.

STAFF UPDATE - Executive Director Craig Stevens

- **Background:**
 - > *Please refer to '2024_01_25__BIA STAFF UPDATE (Jan 2024).pdf (4 pages)' for details.*
 - Mr. Stevens provided a synopsis of the 2024 BIA Staff Update template in its new format.
 - He highlighted the 2024 plan and goals within the four BIA pillars: Event Facilitator, Area Marketer, Public Realm Investor and Policy and Partner Influencer.
- **Discussion:**
 - The Board briefly discussed the following items...
 - **Noella Tree Lighting - Chamber Santa Claus Parade -**
 - A need to begin discussions with the Chamber of Commerce, the City of Barrie, and Barrie Police about the route remaining along Dunlop Street.
 - **Lawn Chair Luminata - Movies**
 - Discussed potential Movie themes and supporting art activities
 - **Lawn Chair Luminata - Music**
 - Discussed potential performers for the Music Series and promotional campaign
 - **Open Air Meridian -**
 - How it will differ from Open Air Dunlops; focused within Meridian Place and does not include closing Dunlop Street
 - **Patio Prowls -**
 - Clustering participants in threes and scheduling monthly during the summer vs weekly.
 - **Downtown New Year's Countdown -**
 - How can the BIA support the City relocation of the event to Meridian Place and Dunlop Street from Collier?
 - The Board also discussed encouraging the organizers of Kempenfest to use the Meridian Place Stage for programming.
- **City of Barrie 'Snow Lift / Special Garbage - Downtown Cleaning' from the 2024 Budget -**
 - **Background:**
 - It has been brought to the BIA's attention that the City provided service of snow removal, which also included the removal of garbage that was left behind by the contractor and some general cleanup.
 - As a result, the BIA office has been receiving complaints from both businesses that both cardboard and garbage are continuing to accumulate curbside with no service pick-up.
 - In an attempt to be proactive, the BIA Maintenance Lead has been asked to take an active role in cleaning and documenting the curbside waste situation.
 - **Discussion:**



- Councillor Nixon noted he is considering donating some money from his Ward 2 fund to 'Unity Market' who already do a wonderful job at weekend community cleanups of the downtown.
 - Mr. Stevens also asked Councillor Nixon if the City would consider providing the BIA with funding for a trailer for waste pick-up and waive any landfill fees.
 - Councillor Nixon will look into the item and report back.

2024 BIA BUDGET REVIEW - Executive Director Craig Stevens

- **Background:**

- > *Please see attached 'DOWNTOWN BARRIE BIA - 2024 BUDGET (01_25_JAN_BIA Draft Budget).pdf' for details.*

- Mr. Stevens provided the Board with a BIA Budget Package of the 2024 draft budget for consideration.

- **Discussion:**

- The Board reviewed and discussed some of the budget line items with no changes in the following categories

- Staffing
 - Events
 - Marketing & Communication
 - Beautification & Cleanliness

- **Motion:**

- **BIA Motion 2024_01_25 #1 - 2024 BIA BUDGET APPROVAL**

- The Downtown Barrie BIA Board of Management moves a motion to approve the 2024 BIA Budget amount of \$726,433.50 as presented.

- Moved by: Director Chris Gerrard

- Seconded by: Vice Chair Steve Ricalis

- Vote:** All in favour **APPROVED**

BUDGET VS. ACTUALS - YEAR TO DATE

- **Background:**

- > *Please see attached "BudgetvsActuals- YTD (Jan 22 2024).pdf. for details.*

- **Motion:**

- **Motion 2023_01_25 #2 - BUDGET VS ACTUALS- YTD (Jan 22, 2024) RECEIVED**

- The Downtown Barrie BIA Board of Management moved a motion to receive a copy of the 'BudgetvsActuals created as of January 22, 2024.

- Moved by: Director Chris Gerrard

- Seconded by: Director Craig Nixon

- Vote:** All in favour **APPROVED**

ITEMS FOR DISCUSSION–

- **March 17 Patio Program Start-**



- **Inquiry:**
 - Director Chris Gerrard asked BIA Staff to speak to City of Barrie Staff about the possibility of a St. Patrick's Day (March 15) start to the Downtown Patio Season
- **Discussion:**
 - The Board discussed with no specific outcome or directive.
- **Next Steps:**
 - BIA Staff will investigate options and report back.

OTHER BUSINESS -

- **Director Resignation -**

- **Background:**

→ See attached ' 2024_01_25 Appendix #1 - Director Resignations (1 page).pdf' for reference.

- **Motion:**

- **BIA Motion 2023_01_25 #2 - Director Chantal Lauren**

The Downtown Barrie Board of Management moved to accept the resignation email of Director Chantal Lauren received by BIA on Wednesday, December 6, 2023, at 11:08 AM.

Moved by: Director Chris Gerrard

Seconded by: Director Christina Mancuso

Vote: All in favour **APPROVED**

- **In-camera HR Item -**

- **Motion:**

- **BIA Motion 2023_01_25 #4 - MOVE INTO CLOSED SESSION**

The Downtown Barrie Board of Management move a motion to move into a closed session to discuss a confidential Human resources matter concerning an identifiable individual or individuals

Moved by: Director Christina Mancuso

Seconded by: Director Chris Gerrard

Vote: All in favour **APPROVED**

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- **Motion:**

- **BIA Motion 2023_01_25 #5 - MOVE INTO OPEN SESSION**

The Downtown Barrie Board of Management move a motion to move back into open session.

Moved by: Director Christina Mancuso

Seconded by: Director Chris Gerrard

Vote: All in favour **APPROVED**

- **Background:**



- Chair Kennedy noted that the Board went into a closed session to discuss a confidential Human Resources matter concerning an identifiable individual or individuals
 - No votes were taken during the closed portion of the meeting except for the procedural motion to move back into an open session.

ADJOURNMENT

- Motion to adjourn the meeting 6:31 PM EST.
 - Moved by: Vice Chair Steve Ricalis
 - Seconded by: Director Chris Gerrard
 - Vote:** All in favour

APPROVED

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

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SIGNED AND DATED

Executive Director Craig Stevens

Date

Chair Heather Kennedy

Date