



Downtown Barrie BIA

## 2024 Board of Management - Meeting Minutes

Thursday, September 26, 2024 - 6:00 pm - 7:30 pm

BIA Greenroom (93 Dunlop St. East, Unit 101)

### Directors in attendance: 6

Mr. Steve Ricalis, Vice Chair (*electronically*)

Mr. Chris Gerrard, Secretary-Treasurer (*in person*)

Ms. Alison Oakes (*in person*)

Ms. Christina Mancuso (*in person*)

Mr. Craig Strachan (*in person*)

Mr. Richard Tremblay (*in person*)

### Director Absent:

Ms. Heather Kennedy, Chair

Councillor Craig Nixon

### Staff in attendance:

Mr. Craig Stevens, Executive Director

Ms. Stacey Zubczyk, Operations Manager

Mr. Cameron Stamper, Creative Communications Coordinator

Public attendance: 0

---

### CALL TO ORDER -

- Vice Chair Steve Ricalis called the Downtown Barrie BIA Board of Management (the Board) Meeting on Thursday, September 26, 2024, to order at 6:05 PM EST.

### LAND ACKNOWLEDGEMENT

### CONFIRMATION OF AGENDA + MINUTES

#### • ADOPTION OF AGENDA -

- A copy of the agenda for the **September 2024 BIA Board of Management Meeting**, held on Thursday, September 26, 2024, was circulated to be received and adopted as printed.

Moved by: Secretary-Treasurer Chris Gerrard

Seconded by: Director Ali Oakes

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

#### • ADOPTION OF MINUTES -

- A copy of the minutes from the **September 2024 BIA Special Board Meeting**, held on Thursday, September 12, 2024, was circulated to be received and adopted as printed.

Moved by: Secretary-Treasurer Chris Gerrard

Seconded by: Director Christina Mancuso

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

## DISCLOSURE OF PECUNIARY INTEREST

- There were no disclosures of pecuniary interest from any Board Directors at this time.

## RATIFICATION OF NEW BOARD DIRECTORS –

- **Background:**
  - At the **September 2024 BIA Special Board Meeting**, a motion (**Motion 2024\_09\_12 #2**) was passed to invite Craig Strachan and Richard Tremblay to fill the two (2) vacant Directors positions on the BIA Board of Management.
- **Motion:**
  - **Motion 2024\_09\_26 #1 - RATIFICATION OF NEW BOARD DIRECTORS**  
The Downtown Barrie Board of Management moves to accept Craig Strachan and Richard Tremblay for the two (2) vacant Director positions on the BIA Board until the end of the 2026 Board term.

Moved by: Secretary-Treasurer Chris Gerrard

Seconded by: Director Ali Oakes

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

## BUDGET VS. ACTUALS - YEAR TO DATE

- **Background:**  
– > Please see attached '*BudgetvsActuals2024 - YTD (Sept 23, 2024).pdf (3 pages)*' for details.
- **Discussion / Inquiries:**
  - There were no discussions or inquiries at this time.
- **Motion:**
  - **Motion 2024\_09\_26 #2 - BUDGET VS ACTUALS- YTD (SEPT 23, 2024) RECEIVED**  
The Downtown Barrie BIA Board of Management moved a motion to receive a copy of the 'BIA's BudgetvsActuals created as of September 23, 2024.

Moved by: Secretary-Treasurer Chris Gerrard

Seconded by: Vice Chair Steve Ricalis

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

## BALANCE SHEET REPORT - YEAR TO DATE

- **Background:**  
– > Please see attached '*Balance Sheet Report - April 23, 2024.pdf (2 pages)*' for details.
- **Discussion / Inquiries:**
  - There were no discussions or inquiries at this time.
- **Motion:**

○ **Motion 2023\_09\_26 #3 - BALANCE SHEET REPORT- YTD (SEPT 23, 2024) RECEIVED**

The Downtown Barrie BIA Board of Management moved a motion to receive a copy of the BIA's 'Trial Balance Report, also referred to as the Balance Sheet Report, created as of September 23, 2024.

Moved by: Secretary-Treasurer Chris Gerrard

Seconded by: Vice Chair Steve Ricalis

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

---

**CHAIR REPORT -**

- Vice-Chair Steve Ricalis welcomed the two (2) new Board Directors.
  - He shared that he is looking forward to having a great 2025 after the success of 2024.

**STAFF UPDATE -**

● **FUTURE PLANNING / STRATEGIC SESSION -**

- **Update:**
  - BIA Staff scheduled a 2024 operational review and Strategy Session for 2025.
- **Discussion:**
  - The Board discussed the opportunity to come together as a team to plan for next year and add input to shape the 2025 budget.
- **Next Steps:**
  - BIA Staff will report back to the Board with a date and times for the next BIA Strategic Session.

● **TOURISM BARRIE DATA COLLECTION -**

- **Update:**
  - Tourism Barrie recently shared some of the data they have collected, over the summer, with their 'GeoFencing' software.
    - Their insights indicate that the visitor numbers to Downtown Barrie's themed Open Air Dunlop events were greater than originally thought.
- **Discussion:**
  - The Board briefly discussed some of their perception of the crowd numbers, on event days, versus Tourism Barrie's gathered metrics.
    - It was noted how Tourism Barrie's robust data collection can provide insight and assist the BIA team with future marketing efforts.

- **Next Steps:**

- BIA Staff will extend an invitation to Tourism Barrie's Executive Director to present this information at a future BIA Board meeting.

- - - - -

- **CORRESPONDENCE FROM LONGTIME MAPLE AVENUE PROPERTY OWNER -**

- **Background:**

- BIA Staff shared an email they received from a long-time Maple Avenue Property Owner; as well as the written email reply sent back to the Property Owner.
      - In the email, the Property Owner expressed frustration with the lack of improvements to the West End. As a result, they have opted to withhold a portion of their tax payment due to dissatisfaction with the current conditions in the area.

- **Discussion:**

- The Board discussed the BIA's role and responsibilities to enhance downtown and attract people through downtown campaigns and events and is not to solve social issues, despite agreeing with some of the concerns expressed.
      - The Board commended BIA Staff for the compassionate response to the Property Owner.

- - - - -

- **VANDALISM OF BIA INVESTMENTS -**

- **Background:**

- BIA Staff shared information about recent acts of vandalism, against a 'Talk Is Free Art (TIFT)' Installation in Meridian Place , and incidents against 'Seeds to Sow' Art installations. Both in which the BIA has provided sponsorship funding,.
    - It was shared that there have also been numerous incidents of vandalism to the tables and chairs in Meridian Place, which were funded in partnership between the BIA and the Federal Government.
      - Along with the recent vandalism of the 'Meridian\_Place Donor Wall', which commemorates those who assisted with fulfilling the BIA's largest investment.

- **Discussion:**

- The Board discussed the incidents of unlawfulness (ie. open drug use, vandalism, etc.), which are occurring both day and night, in the downtown.
      - The group brainstormed possible deterrents, paid duty police/ security, and suggested that future project/grant proposals include funding for this.
      - The Board also discussed storing seasonal items overnight.

- It was noted that during large events the incidents in Meridian Place seemed to dissipate. As such, it was suggested that maybe the BIA add more events to the line-up in 2025.
- **Next Steps:**
  - BIA Staff will prepare a draft of a letter outlining the relative effect that these incidents could have on future partnerships and shedding light on the current situation surrounding mental health and social services in our Downtown and will share it with the Board for their insight.

## NEW BUSINESS -

### ● STATUS OF BIA CHAIR ON THE BOARD –

#### ○ INQUIRY:

- Secretary-Treasurer Gerrard inquired about the status of BIA Chair Heather Kennedy, on the Board.
  - He noted that she has been absent from three (3) consecutive Board Meetings.
    - Director Alison Oakes., also asked for clarification, noting that she had been told verbally by Ms. Kennedy that she had resigned from the BIA Board.

#### ○ Background:

- BIA Staff noted that they have not received any formal written resignation from Ms. Kennedy from either the position of Board Chair or from the Board of

#### ○ Next Steps:

- BIA Staff will follow up directly and in person with Ms. Kennedy for clarification on her Board of Management status.
  - Ms Kennedy will be provided with a formal letter of Resignation for her approval, signature and timestamp.

### ● MEETING WITH MAYOR & COUNCIL –

#### ○ INQUIRY:

- Vice-Chair Ricalis requested the BIA arrange a meeting with Barrie City Council to share details and explain who the BIA is and what the BIA is responsible for.
  - He also noted that he had received inquiries from the Council about what the BIA requires, i.e. budget, to operate more frequent events.

#### ○ Background:

- BIA Staff noted that the BIA is required to make an annual presentation to the Council.



- It was suggested that the BIA can lay out the foundation of what it is responsible for during this period and then meet one-on-one with councillors afterwards to provide clarification.
- **Next Steps:**
  - BIA Staff will inquire with the City Clerk's Office about when the presentation is to take place and share it with the Board.

---

## ADJOURNMENT

- Motion to adjourn the meeting at 7:02 PM EST.

Moved by: Director Christina Mancuso

Seconded by: Director Ali Oakes

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

**Next Meetings:** Thursday, October 24, 2024 - 6 pm - 7:30 pm

- - - - -

## SIGNED AND DATED

-----  
Executive Director Craig Stevens

-----  
Date

-----  
Secretary-Treasurer Chris Gerrard

-----  
Date