

Downtown Barrie BIA

## **2024 Board of Management - Special Meeting Minutes**

Thursday, September 12, 2024 - 5:00 pm - 6:30 pm

BIA Boardroom (93 Dunlop St. East, Unit 102)

### **Directors in attendance: 5**

Mr. Steve Ricalis, Vice Chair (*in person*)

Mr. Chris Gerrard (*in person*)

Ms. Christina Mancuso (*in person*)

Councillor Craig Nixon (*in person*)

Ms. Alison Oakes (*in person*)

### **Director Absent:**

Ms. Heather Kennedy, Chair

### **Staff in attendance:**

Mr. Craig Stevens, Executive Director

Ms. Stacey Zubczyk, Operations Manager

Mr. Cameron Stamper, Creative Communications

### **Public attendance: 0**

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### **CALL TO ORDER -**

- Vice Chair Steve Ricalis called the Downtown Barrie BIA Board of Management (the Board) Special Meeting on Thursday, September 12, 2024, to order at 5:05 PM EST.

### **LAND ACKNOWLEDGEMENT**

### **ADOPTION OF AGENDA**

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

Moved by: Director Ali Oakes

Seconded by: Director Chris Gerrard

**Vote:** All in favour

**APPROVED**

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### **REVIEW BIA BOARD POSITIONS –**

- **SECRETARY-TREASURER POSITION -**

- **Background:**

- The BIA Executive Team has a vacant position for Secretary-Treasurer.

## ● SECRETARY-TREASURER POSITION -

### ○ Motion:

#### ■ Motion 2024\_09\_12 #1 - SECRETARY-TREASURER POSITION

The Downtown Barrie Board of Management moves to have Director Chris Gerrard fill the current vacant Secretary-Treasurer seat on the BIA Executive Team.

Moved by: Director Christina Mancuso

Seconded by: Director Ali Oakes

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

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## ● REVIEW OF CANDIDATES FOR BOARD -

### ○ Background:

- The Board was provided biographies and statements of interest from four (4) eligible candidates to fill the two (2) current vacancies.

– > *Please refer to the following for details...*

- *'Craig Strachan Bio.pdf'*
- *'Mike Kane Bio\_Ed Lowe Limited & Mike Kane Endorsement Letter.pdf,*
- *Richard Tremblay\_7 Elements Financial.pdf', and*
- *Stefano Agostino\_BIA Business Owner.pdf'.*

### ○ Discussion:

- The Board discussed each candidate.

### ○ Motion:

#### ■ Motion 2024\_09\_12 #2 - INVITATION TO FILL VACANT POSITION

The Downtown Barrie Board of Management moves to invite Craig Strachan and Richard Tremblay to fill the two (2) current vacancies on the BIA Board.

Moved by: Director Ali Oakes

Seconded by: Councillor Craig Nixon

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

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## OTHER BUSINESS -

### ● OPEN AIR DUNLOPS -

#### ● Update -

- Friday, June 14 - Sunday, June 16: Open Air Dunlop Barrie Air Show, drew 140,000 unique visitors over 2 ½ days. This marked a significant kickoff to the event season.
- Saturday, July 1: Open Air Dunlop - Canada Day drew crowds of 50,000 people attending the fireworks and Downtown street festivities.

- Saturday, July 13: Open Air Dunlop Butter Tart Festival had a successful, inaugural season drawing 25,000+ people
- Saturday, July 27: Open Air Dunlops Classic Car Show in partnership with Barrie Thunder Classics drew 20,000+ people
- Saturday, August 24: Open Air Dunlop Eats on the Streets, drew 15,000+ people with successful participation from Downtown businesses
- Each event continued to gain traction with the use of press releases to keep the community informed and the new utilization of digital highway signage for event promotion.
- **Discussion -**
  - The Board discussed the high attendance and the busy street scene, comparing it to the busiest days of past Promenade Days Festivals.
    - They also noted the importance of vendors and activations for future events.
  - The Board briefly discussed the cost-effectiveness and new benefits of digital signage compared to traditional outdoor signage.

## ● **UPCOMING EVENTS & FUTURE PLANNING-**

- **Update -**
  - The next BIA lineup events will occur in Meridian Place as 'Open Air Meridians'. These are:
    - Culture Days - Saturday, September 21
    - Thanksgiving - Saturday, October 12
    - Halloween - Saturday, October 26
  - The Downtown Barrie BIA is supporting the 2nd Annual Mews Fest on Sunday, October 6 in Lakeshore Mews
- **Discussion -**
  - The Board discussed the potential for hosting a music festival and other events to attract more people to the downtown area.
  - The Board briefly debated the benefits and challenges of hosting the 'New Year's Downtown Countdown' in Meridian Place versus the City Hall in favour of Meridian Place as the ideal event location.
  - The Board discussed the need for more staff support to assist with the increased event activity.

## MEETING LOGISTICS AND SCHEDULING -

### ○ **Background - Discussion**

- The Board discussed the best time of day (morning versus afternoon), day of week, and time of the month, for directors' schedules.
  - BIA Staff noted the ability to adjust the location of meetings (i.e. at the BIA Office Boardroom, Green Room or Sandbox Centre).

### ○ **Motion:**

#### ■ **Motion 2024\_09\_12 #3 - BOARD MEETING START CHANGE**

The Downtown Barrie Board of Management moved to move the start time of regularly scheduled BIA Board meetings from 5:00 PM EST to 6:00 PM EST.

Moved by: Councillor Craig Nixon

Seconded by: Director Ali Oakes

**Vote:** All in favour

**APPROVED**

## ADJOURNMENT

- Motion to adjourn the meeting at 6:02 PM EST.

Moved by: Vice Chair Steve Ricalis

Seconded by: Director Ali Oakes

**Vote:** All in favour

**APPROVED**

**Next Meetings:** Thursday, September 26, 2024 - 6 pm - 7:30 pm

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## SIGNED AND DATED

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

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Date

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Secretary-Treasurer Chris Gerrard

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date