



Downtown Barrie BIA

## **2023 Board of Management - Meeting Notes**

Thursday, November 23, 2023 - 5:00 pm - 6:30 pm

Sandbox Centre (24 Maple Avenue) & via Zoom

### **Directors in attendance (in person): 4**

Mr. Steve Ricalis, Vice Chair

Ms. Christina Mancuso

Ms. Chantal Martin

Councillor Craig Nixon

### **Director Regrets:**

Ms. Heather Kennedy, Chair

Mr. Chris Gerrard

Ms. Alison Oakes

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

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## **CALL TO ORDER -**

- Vice-Chair Steve Ricalis called the Downtown Barrie BIA Board of Management (the Board) Meeting on Thursday, November 23, 2023, to order at 5:05 PM EST.
  - However, there were only four (4) Directors present, which is not considered a quorum
    - Attendance was noted.

## **LAND ACKNOWLEDGEMENT**

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

– > [Please refer to '2023\\_11\\_23\\_Nov\\_BIA STAFF UPDATE Nov 2023\).pdf \(7 pages\)' for details.](#)

- Mr. Stevens shared with the Board and noted the following...
  - **Noëlla Festival -**
    - Background:
      - Noëlla Tree Lighting Celebration & Festive Market took place this past weekend.
      - For the first year, the Market on Sunday went well.
        - Mr. Stevens suggested providing infrastructure (i.e. tents and tables).
      - The Chamber's Santa Claus Parade, along Dunlop, went very well with little to no safety concerns expressed to the BIA on the day.

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- **Noëlla Festival** *continued-*
  - It was noted that the BIA Office did receive an email from a business about Tim Horton's providing Hot Chocolate in Meridian Place to attendees.
- Discussion:
  - The Board discussed the reason for Tim Hortons' sponsorship, along with the storage requirements if the BIA were to provide Market Vendors with tents and tables.
- **Future Meridian Stage Programming -**
  - Background:
    - A letter from Downtown Barrie BIA has been submitted to the Mayor and City Council asking that the City make use of the Meridian Place Stage as part of this year's and future years' New Year's Eve celebrations.
  - Discussion:
    - The Board briefly discussed the opportunity to reintroduce other BIA events, such as 'Lawnchair Luminata: Friday Night Music Series' and the opportunity to partner with other major events such as Kempenfest to showcase and activate the Meridian Place Stage.
- **2025/2026 OBIAA CONFERENCE -**
  - Background:
    - Mr. Stevens shared that he has applied to the Ontario BIA Association to host a future OBIAA conference as part of a Tri-City.
- **New BIA Business:**
  - Discussion:
    - The Board briefly discussed some of the new businesses setting up within the BIA.
      - Vice Chair Ricalis noted some feedback from a few new businesses that are having trouble obtaining appropriate permits from the city.

**Next Meeting:**

Annual General Meeting (AGM) & Holiday Social - Tuesday December 5, 2023  
at the Sandbox Centre - 5 pm - 6:30 pm