



# City of Barrie

70 Collier Street (Box 400)  
Barrie, ON L4M 4T5

## Minutes - Final Finance and Corporate Services Committee

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Monday, November 7, 2016

8:00 PM

Council Chamber

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**For consideration by General Committee on November 14, 2016.**

**The meeting was called to order by Councillor, M. Prowse at 7:52 p.m. and the following were in attendance:**

**Present:** 5 - Councillor, M. Prowse  
Mayor, J. Lehman  
Councillor, A. Khan  
Councillor, M. McCann  
Councillor, A. Prince

**ALSO PRESENT:**

Councillor, B. Ainsworth  
Councillor, R. Romita  
Councillor, D. Shipley  
Councillor, B. Ward  
Councillor, S. Morales  
Student Mayor, N. Eryavec, Eastview Secondary School  
Student Mayor, A. Wilson, Portage View Public School.

**STAFF:**

Chief Administrative Officer, C. Ladd  
City Clerk/Director of Legislative and Court Services, D. McAlpine  
Deputy City Clerk, W. Cooke  
Director of Internal Audit, S. MacGregor  
Executive Director of Invest Barrie, Z. Lifshiz  
General Manager of Community and Corporate Services, P. Elliott-Spencer  
General Manager of Infrastructure and Growth Management, R. Forward.

The Finance and Corporate Services Committee met and reports as follows:

**SECTION "A"**

**OUTSOURCING IMPLEMENTATION OF THE CORPORATE SPONSORSHIP STRATEGY**

Z. Lifshiz, Executive Director of Invest Barrie provided a presentation concerning the outsourcing of the Corporate Sponsorship Strategy through a pilot project and program.

Mr. Lifshiz discussed slides concerning the following topics:

- The background associated with the review of outsourcing of the Corporate Sponsorship Strategy;
- Examples of sponsorship outsourcing models;
- Comparable municipalities' sponsorship models;
- The key success factors to ensure longevity of a sponsorship strategy;
- The findings of the review of outsourcing of sponsorship models;
- The proposed pilot project and program; and
- The next steps in the process.

Members of the Committee and members of Council present asked a number questions of staff and received responses.

**The Finance and Corporate Services Committee met and recommends adoption of the following recommendation(s):**

**SECTION "B"**

**OUTSOURCING IMPLEMENTATION OF THE CORPORATE SPONSORSHIP STRATEGY**

That staff in Invest Barrie prepare an implementation plan for a Sponsorship Pilot Project based on a performance-based contract for an individual contractor and report back to General Committee, as soon as possible.

**This matter was recommended to General Committee for consideration of adoption at its meeting to be held on 11/14/2016.**

**The meeting adjourned at 9:09 p.m.**

**CHAIRMAN**