



# City of Barrie

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

## Minutes - Final Infrastructure, Investment, and Development Services Committee

---

Wednesday, February 10, 2016

6:30 PM

Sir Robert Barrie Room

---

**For consideration by General Committee on February 22, 2016**

**The meeting was called to order by the Chair of the Infrastructure, Investment and Development Services Committee, Councillor, Shipley at 6:32 p.m.**

**The following Committee Members were in attendance for the meeting:**

**Present:** 3 - Chairman D. Shipley  
Councillor, S. Morales  
Councillor, B. Ward

**Absent:** 1 - Mayor, J. Lehman

City Clerk/Director of Legislative and Court Services, D. McAlpine  
Deputy City Clerk, W. Cooke  
Director of Business Development, S. Schlichter  
Director of Planning Services, S. Naylor  
Executive Director of Invest Barrie, Z. Lifshiz  
General Manager of Infrastructure and Growth Management, R. Forward  
Manager of Infrastructure Planning, S. Diemert  
Supervisor of Parks Planning, W. Fischer.

**The Infrastructure, Investment and Development Services Committee met and reports as follows:**

**SECTION "A"**

**OPEN DELEGATION - LANDSCAPE ARCHITECTURE FOR BARRIE**

Mr. S. Bolliger provided an Open Delegation regarding Landscape Architecture for Barrie. Mr. Bolliger emphasized and discussed the importance of green infrastructure planning and areas that the City of Barrie should be focusing on in the context of protecting greenspace and ensuring that the City of Barrie is a livable community. He discussed landscape architecture within the urban context that he felt the City of Barrie should be considering.

Mr. Bolliger also commented on the positive steps the City of Barrie has taken to balance green space and urban centres. He discussed the value of initiatives such as the Climate Control Strategy and Forestry Management Master Plan.

Members of the Committee asked questions of the presenter and received responses.

**PRESENTATION - TOURISM BARRIE**

Kathleen Trainor, Executive Director of Tourism Barrie provided a presentation concerning an overview of the services provided by Tourism Barre.

Ms. Trainor discussed slides concerning the following topics:

- The costs associated with tourism/visitor services;
- Revenue sources for Tourism Barrie in 2015;
- The core tourism and visitor services and associated metrics;
- The frontline tourism information services;
- The total website visits for Tourism Barrie in 2015;
- The online booking system;
- The social media channels and metrics;
- The benefits of TripAdvisor;
- E-Newsletters and blogs, print and promotional pieces, videos and photos produced by Tourism Barrie;
- Tourism Barrie's Marketing Campaigns in 2014-2015;
- The Explore Lake Simcoe initiative through the Ministry of Environment, Province of Ontario;
- Partnerships/relationships with businesses in the City of Barrie;

- Memberships and venues used to promote the City of Barrie;
- Hotel metrics for 2015;
- Initiatives identified for 2016-2017.

Members of the Committee asked questions of the presenters and staff and received responses.

**The Infrastructure, Investment and Development Services Committee met and recommends adoption of the following recommendation(s):**

**SECTION "B"**

**2016 BUSINESS PLAN - TOURISM SERVICES**

That staff in Invest Barrie review the information presented by Tourism Barrie with respect to the services provided and utilization of service grant funds and report back to General Committee with a suggested framework to allow for an analysis of alternative service delivery options for tourism services including a potential partnership with the County of Simcoe and/or internalizing the Corporate tourism function along with maintaining or modifying the existing model. (16-G-018)

**The meeting adjourned at 7:40 p.m.**

**CHAIRMAN**