



City of Barrie

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

Minutes - Final Finance and Corporate Services Committee

Wednesday, March 29, 2017

6:30 PM

Council Chamber

For consideration at General Committee on April 24, 2017.

The meeting was called to order by the Acting Chair, Councillor, B. Ward at 6:32 p.m. The following were in attendance for the meeting:

Present: 5 - Councillor, Barry Ward
Mayor, J. Lehman
Councillor, A. Khan
Councillor, M. McCann
Councillor, A. Prince

ALSO PRESENT:

Councillor, D. Shipley.

STAFF:

Business Development Officer, N. Gavarre
Chief Administrative Officer, C. Ladd
City Clerk/Director of Legislative and Court Services, D. McAlpine
Committee Support Clerk, T. McArthur
Director of Internal Audit, S. MacGregor
Executive Director of Access Barrie, R. James-Reid
Executive Director of Invest Barrie, Z. Lifshiz
General Manager of Infrastructure and Growth Management, R. Forward
Manager of Culture, O. Groves.

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

SECTION "A"

PRESENTATION CONCERNING THE MADY CENTRE FOR THE PERFORMING ARTS AND GEORGIAN THEATRE PROGRAMMING

Ms. Onalee Groves, Manager of Culture provided a presentation concerning the Mady Centre for the Performing Arts (Mady Centre) and the Georgian Theatre programming.

Ms. Groves discussed slides concerning the following topics:

- The background associated with increasing the use of the Performing Arts Centres in Barrie;
- A summary of the total days booked in 2015 and 2016 at each of the Performing Arts Centres;
- The components of the plan to increase the use of the Performing Arts Centres in Barrie as follows:

Part I:

- The addition of new fees for corporate functions and rentals at the Centres;

Part II:

- The programming opportunities identified at the Ontario Presents (Ontario Contact) Annual Conference;

Part III:

- The partnerships with other municipal theatres staff at the Orillia Opera House, Gravenhurst Opera House and Theatre Collingwood to book several shows;
- A listing of the new theatres bookings in 2017 and associated costs;
- The details of the financial risks associated with booked shows at the Centres;
- The building and nurturing of community relationships;

Part IV:

- Educational opportunities associated with utilizing at the Mady Centre as incubator space;

Part V:

- Promoting the theatre and cultural spaces through Spacefinders Simcoe; and
- The plan to mitigate the risks associated with the new theatre and feedback related to programming.

In closing, Ms. Groves requested the Committee's support and feedback related to programming.

Members of the Committee asked a number of questions and received responses from City staff.

PRESENTATION CONCERNING GOVERNANCE, RISK MANAGEMENT AND CONTROL PROCESSES

Ms. Sarah MacGregor, Director of Internal Audit provided a presentation concerning Governance, Risk Management and Control Processes.

Ms. MacGregor discussed slides concerning the following topics:

- The purpose of Internal Audit;
- Effective oversight;
- Internal Audit's role related to the Finance and Corporate Services Committee with effective oversight;
- Definition of governance, risk management and controls; and
- Internal Audit's workplan activities associated with improving governance, risk management and mitigating risks.

In closing, Ms. MacGregor noted that Internal Audit's work will support the Committee's oversight of governance, risk management and controls.

Members of the Committee asked a number of questions and received responses from City staff.

PRESENTATION CONCERNING A POTENTIAL PARTNERSHIP AND INVESTMENT IN THE BARRIE HISTORICAL ARCHIVE

Dr. Travis Doucette, Chairman of the Barrie Historical Archive, provided a presentation concerning the Barrie Historical Archive and a request to partner with the City of Barrie to innovate ways to preserve, promote and protect the City's great history.

Dr. Doucette discussed slides concerning the following topics:

- The importance of photographs illustrating Barrie's past and resilience;
- A request for funding from the City of Barrie to underwrite the yearly expenses of the Barrie Historical Archive;

- The current funding that the City of Barrie invests related to historical preservation; and
- The benefits associated with the City of Barrie investing in the Barrie Historical Archive.

Dr. Doucette advised that the online archive has grown over the last year and has proven to have a positive impact on the community.

In closing, Dr. Doucette noted that the continued support of City staff and the members of Council has contributed to the Barrie Historical Archive's success. He stated that the Archive is interested in continued growth to preserve and proclaim the City of Barrie's history.

Members of the Committee asked a number of questions and received responses from Dr. Doucette and City staff.

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

SECTION "B"

BARRIE HISTORICAL ARCHIVE

1. That a link be provided from the City of Barrie's website to the Barrie Historical Archive's website.
2. That the Barrie Historical Archive be requested to provide additional detailed information regarding their request for funding. (File: C05)

This matter was recommended to General Committee for consideration of adoption at its meeting to be held on 4/24/2017.

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

SECTION "C"

PRESENTATION CONCERNING THE OUTSOURCING OF THE CORPORATE SPONSORSHIP STRATEGY

Ms. Rebecca James-Reid, Executive Director of Access Barrie and Ms. Nora Gavarre, Business Development Officer provided a presentation concerning the outsourcing of the Corporate Sponsorship Strategy.

Ms. James-Reid and Ms. Gavarre discussed slides concerning the following topics:

- The criteria associated with evaluating a proposal from consultants related to the Sponsorship Pilot Program;
- The recommended list of City assets to be included in the Sponsorship Pilot Program;
- The status of the naming rights to the Mady Centre; and
- The recommended next steps in the process for the Mady Centre naming rights.

Members of the Committee asked a number of questions and received responses from City staff.

REPORT OF THE INTERNATIONAL RELATIONS COMMITTEE DATED JANUARY 17, 2017

The Report of the International Relations Committee dated January 17, 2017 was received. (File: C05)

REPORT OF THE TOWN AND GOWN COMMITTEE DATED JANUARY 24, 2017

The Report of the Town and Gown Committee dated January 24, 2017 was received. (File: C05)

REPORT OF THE ACCESSIBILITY ADVISORY COMMITTEE DATED JANUARY 26, 2017

The Report of the Accessibility Advisory Committee dated January 26, 2017 was received. (File: C05)

**REPORT OF THE INTERNATIONAL RELATIONS COMMITTEE DATED
FEBRUARY 21, 2017**

The Report of the International Relations Committee dated February 21, 2017 was received. (File: C05)

**REPORT OF THE ACCESSIBILITY ADVISORY COMMITTEE DATED
FEBRUARY 23, 2017**

The Report of the Accessibility Advisory Committee dated February 23, 2017 was received. (File: C05)

**REPORT OF THE TOWN AND GOWN COMMITTEE DATED FEBRUARY
28, 2017**

The Report of the Town and Gown Committee dated February 28, 2017 was received. (File: C05)

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

SECTION "D"

ESTABLISHING AN ACCESSIBLE BUSINESSES AWARD

1. That an Accessible Business Award Program be established to recognize local businesses and organizations who encourage and support accessibility in the City of Barrie.
2. That the award be presented annually at a City Council meeting that is close to National Access Awareness Week.

This matter was recommended to General Committee for consideration of adoption at its meeting to be held on 4/24/2017.

BARRIE ARTS AWARD - ACCESSIBILITY BASED AWARD

1. That the annual contribution of \$1000 towards the Barrie Arts Award for an accessibility based award to be funded from the Accessibility Advisory Committee Account #01-06-0930-0000-3070, be approved.
2. That the Accessibility Advisory Committee continue to support the Culture Branch in obtaining a corporate sponsor from the private sector to fund the remaining \$1,000 towards the accessibility award.

This matter was recommended to General Committee for consideration of adoption at its meeting to be held on 4/24/2017.

MADY CENTRE FOR THE PERFORMING ARTS AND GEORGIAN THEATRE PROGRAMMING

1. That the report to Finance and Corporate Services Committee dated March 29, 2017 regarding the development of additional programming for the Mady Centre for the Performing Arts and Georgian Theatre be received for information purposes.
2. That Invest Barrie staff report back to the Finance and Corporate Services Committee on the outcomes of implementation for additional programming at the two City of Barrie Theatres in the spring of 2018.
3. That any net profits associated with the extra theatre programming outlined in the presentation to the Finance and Corporate Services Committee on March 29, 2017, be allocated to the Public Art Committee. (File: R00)

This matter was recommended to General Committee for consideration of adoption at its meeting to be held on 4/24/2017.

OUTSOURCING IMPLEMENTATION OF CORPORATE SPONSORSHIP STRATEGY

1. That the criteria for a consultant listed in Appendix "A" to the report to the Finance and Corporate Services Committee dated March 29, 2017 concerning outsourcing the implementation of the Sponsorship Pilot Program be approved.
2. That the list of city assets identified in Appendix "B" of the report to the Finance and Corporate Services Committee as amended to add the Barrie Molson Centre, be approved as potential sponsorship naming opportunities in the Sponsorship Pilot Program.
3. That a Request for Proposals be issued to engage a consultant for the Sponsorship Pilot Program based on the criteria and assets identified in Appendices "A" and "B" (as amended) to the report of the Finance and Corporate Services Committee.

4. That staff report back to General Committee regarding all opportunities involving the direct naming and renaming of City property, buildings and structures.
5. That Invest Barrie and Access Barrie staff be authorized to undertake a non-standard procurement process to allow for negotiations for naming rights with new, potential sponsors of the Mady Theatre and report back to General Committee with a recommendation. (16-G-273) (INV001-16) (File: M00)

This matter was recommended to General Committee for consideration of adoption at its meeting to be held on 4/24/2017.

The meeting adjourned at 8:47 p.m.

CHAIRMAN