City of Barrie



70 Collier Street P.O. Box 400 Barrie, ON L4M 4T5



File #: 21-A-078 Version: 2 Name:

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File created: In control: 6/9/2021 City Council On agenda: Final action: 6/14/2021 6/14/2021

Title: PRESENTATION BY THE DOWNTOWN BUSINESS ASSOCIATION (BIA) REGARDING CREATING

A SAFE AND VIBRANT PLACE TO SHOP, LIVE AND PLAY

Kelly McKenna, Executive Director of the Downtown Barrie Business Improvement Association (BIA) provided a presentation regarding the BIA activities, governance, and objectives.

Ms. McKenna discussed slides concerning the following topics:

An overview of the history, boundary, staff and membership of the BIA;

- The role of BIAs in Ontario;
- Council's request for a presentation by the BIA;
- The Downtown businesses experiences and resilience through COVID-19 and Dunlop Street Road reconstruction;
- Governance as a Corporation and a local board of Council;
- Accountability, transparency and responsibility of the BIA;
- The BIA Boundary with no current plans to expand;
- The BIA's strategic goals;
- Normal times of events before COVID-19, the reopening and recovery;
- The COVID-19 Response Projects:
- Downtown Heroes Campaign; 0
- Reopening PPE Kits; 0
- Lifeline E-Gift Cards Program; and 0
- Open Air Dunlop 2021. 0
- BIA objectives from 2018-2020; and
- Membership and Community Partnerships and combined projects.

Members of Council asked a number of questions to Ms. McKenna and received responses.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Presentation - Downtown BIA, 2. BIA Handbook 2010, 3. Open Doors Commercial

Date	Ver.	Action By	Action	Result
6/14/2021	2	City Council	Received	

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