
TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: L. BABCOCK, COMMUNITY EVENTS PROGRAMMER

NOTED: K. DUBEAU, DIRECTOR, CREATIVE ECONOMY
Z. LIFSHIZ, EXECUTIVE DIRECTOR, INVEST BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: MERIDIAN PLACE WORKING GROUP

DATE: JUNE 11, 2018

The purpose of this Memorandum is to provide members of City Council with an overview of the operational plan for the new Meridian Place Park. The operations of the space will be governed by existing approved policies, by-laws and procedures, with a Meridian Place working group that will oversee the implementation of these policies and track issues unique to the space that may arise in the first year of operations. The members of the Meridian Place working group will include staff from Creative Economy, Parks, Enforcement Services and Engineering as well as the Downtown Barrie BIA.

The Meridian Place Working Group has been established to work through any operational challenges of this space due to the unique partnership developed between the BIA and the City through the redevelopment phase of the project and in light of the ongoing role that Downtown Barrie will have in the programming of the space. As Meridian Place will be a centralized hub of activity within the downtown core and includes elements, such as a permanent stage, that differ from other parks within the City, the Working Group will manage the programming of the space with the understanding that new, unique and creative opportunities for programming are likely to arise. The existing Event Permitting process overseen by the Barrie Events Action Team (BEAT) will remain in place, and take precedence over the working group.

On June 10th, 2013 Council adopted motion 13-G-153 as follows:

- a) That further to Motion 13-G-019, the criteria for a contribution agreement with the Downtown Barrie Business Association (BIA) that establishes conditions for the City of Barrie's participation in the redevelopment of Memorial Square, be endorsed as per Appendix "A" of Staff Report ENG022-13.
- b) That the City Clerk and Mayor be authorized to enter into a contribution agreement with the Downtown Barrie Business Association (BIA) for the redevelopment of Memorial Square, based on the conditions as set out in Appendix "A" of Staff Report ENG022-13.

The staff report referenced in the motion contains the recommendation from staff that priority rights for programming in the space be given to the BIA in recognition of their significant contribution and participation in the project. The executed contribution agreement also states that "the parties will work together cooperatively to create a quality Project for the benefit of the residents of, and visitors to, the City of Barrie".

As the project transitions from the build phase to an operational space, the Meridian Place Working Group will collaboratively work together to:

- a) Outline roles & responsibilities of both the BIA and City Staff including but not limited to staff in the Creative Economy, Parks, Community and Corporate Services;
- b) Determine ongoing service levels including schedules for ongoing park maintenance, garbage and recycling collection, snow clearing, any preventative maintenance that may be required and planning for future development;



- c) Address any programs or activities proposed for the space that are not governed or managed by existing City of Barrie processes; and,
- d) Work together to establish initial processes for handling an ongoing sponsorship campaigns and relationships, maintenance, patios, vendors and other operational issues as they arise.

The Meridian Place Working Group has identified the following policies and by-laws that will apply to the space:

- Special Events Policy
- Parks Use By-Law
- Noise By-Law
- Nuisance By-Law

The Meridian Place Working Group will take the remainder of 2018 to measure usage, develop policies and procedures, and work towards the creation of a longer term agreement for the operation and management of Meridian Place. Staff will report back to Council to provide an update on the management of the space in the spring of 2019, and to request direction to move forward with a formalized agreement at that time.