

Market Precinct Task Force

Meeting Minutes

May 5, 2021

Attendees:

Deputy Mayor Barry Ward (chair)
Sergio Morales, City Councillor
Keenan Aylwin, City Councillor
Craig Busch, Busch Systems, the Sandbox
Linda Loftus, Commercial Realtor
Tom Ambeau, Gel Marketing
Eric Carter, Barrie Farmer's Market
Mike Madden, Barrie Farmer's Market
Kelly McKenna, Downtown Barrie Business Association
Carol-Ann Ryan, Barrie Public Art Committee
Richard Tremblay, Business owner
Christy Bremner, C2 Design
Sarah Jensen, BIA member
Michelle Banfield, City of Barrie
Stephannie Schlichter, City of Barrie
Anna Sajecki, City of Barrie
Ashley Harrison, City of Barrie (notetaker)

Regrets:

1. Introductory Remarks from Chair

Deputy Mayor Ward welcomed attendees to the first Zoom meeting of the Market Precinct Task Force. The Market Precinct Task Force had been created to contribute to revitalizing the west end of Downtown Barrie by planning for investments in the economy and in public spaces. This area will be revitalized with the amount of development that is planned. The City has approved thousands of residential units, both condominium and rental, either within the market precinct area or within a 10-minute walk. There is a large hotel, a substantial number of commercial units, and a brand-new YMCA already under construction. This will be a beneficial relationship. The more successful developments that are in the area, the more successful the market precinct will be, and the more successful the market precinct is, the more residential and commercial buildings will be attracted to the area. This tasks force's purpose is to give that revitalization a direction towards creating a permanent market building in the bus terminal and giving the Barrie Farmer's Market a year-round building. To plan for a thriving market where residents come together to buy local produce and meat, as well as flowers, crafts, and a place for entrepreneurs. It will be a vibrant area throughout the day and evening, as well as a place resident will want to visit regularly, and where tourists are drawn.

2. SELF INTRODUCTION BY TASK FORCE MEMBERS

- Members introduced themselves and gave a short background.

3. PRESENTATION ON MARKET PRECINCT REPORT AND CURRENT DIRECTION

- M. Banfield presented Market Precinct Task Force-Briefing.
 - The following documents were circulated along with the Meeting Minutes:
 - Market Precinct Task Force-Briefing (attachment)
 - Staff Report DEV040-20 (December 7, 2020) + Barrie Market Precinct Initial Site Analysis and Considerations Report
 - Staff Report FCT004-18 (June 11, 2018)
 - Staff Report FCT006-17 (December 11, 2017) + Downtown Barrie Permanent Market Technical + Financial Validation Report
 - Staff Report FCT001-17 (January 23, 2017) + Downtown Barrie Permanent Market Business Plan
 - Council Motion 15-G-131 (June 8, 2015)
 - The Market Feasibility Study for a Public Market in Downtown Barrie
- Money has not been allocated in the budget for the project at this time.
- A clear vision allows for the ability to respond to grant opportunities as they arise.
- Collaboration with surrounding development.
- Suggestion to change the use of 'Precinct" in the name.
- Performance Arts Task Force to minute share/provide summary each meeting.
 - Suggestion made for a joint meeting.
- M. Banfield to advise if any capital projects are linked to Simcoe street.

4. GENERAL DISCUSSION

- Committee to operate through sub-committees working on projects and reporting back during Committee meetings.
- Suggestion to have the Farmer's Market participate in a pilot project at the bus terminal.
 - Possibly utilize the awnings outside of the bus terminal.
- Possible sub committee to address the needs of the Farmer's Market in anticipation of the move.
- Consideration needs to be made for the vendors ability to unload and set up, as well as parking for vendors.
- Concern over useable square footage on the first floor of the bus terminal.
- Transit will continue to be accessible downtown.
 - M. Banfield to review transit plans and report back to committee.
- Sea Cadets are willing to relocate out of building and transition into new location.
- Possible subcommittee to explore pop up shops, such as business in the park or Farmer's Market vendors pop ups.
- Exploring pop up retail project. Identifying vacant retail spaces in the downtown and working with the landlords to find a way to put in temporary retailers, linking with entrepreneurs.
 - Zoning bylaws being reviewed to fit in those specific trials.
 - S. Schlichter to report back on any issues that may arise with zoning.

- Possibly using a community planning permit system that allow for clear but flexible implementation.
- Concern over the link between waterfront, precinct, and downtown, and how to draw pedestrians between the areas.
- Suggestion to incorporate public art as a way-finding opportunity, or a self-guided tour that guides pedestrians in both directions.
- Deputy Mayor Ward to investigate pumphouse by waterfront and if there are opportunities with that space.
- Any question to be directed to Deputy Mayor Ward or brought to next meeting for discussion.
- Future meetings should include a walking tour of the area when COVID allows.
- Communication strategy will be addressed to staff by Deputy Mayor Ward to open a public consultation portal or phone line.
- S. Schlichter to provide the Terms of Reference being used for Performing Arts Task Force along with thoughts on public engagement. To be added to agenda for next meeting.
- Deputy Mayor Ward to distribute Code of Conduct.

5. MEETING DATES AND TIMES

The Members agreed to meet the first Wednesday of every month at 9:00 a.m. – 10:00 a.m.

6. PARKED ITEMS

Mission statement
Recommendations/suggestion on name
Process for public engagement

NEXT MEETING

The next meeting is scheduled for June 2, 2021 at 9:00 am

The meeting adjourned at 10:27 a.m.

AFFORDABLE HOUSING TASK FORCE

NOTES

JUNE 2, 2021

Attendees:

Deputy Mayor Barry Ward (chair)
Keenan Aylwin, City Councillor
Craig Busch, Busch Systems, the Sandbox
Linda Loftus, Commercial Realtor
Tom Ambeau, Gel Marketing
Jon Grootveld, Barrie Farmer's Market
Mike Madden, Barrie Farmer's Market
Kelly McKenna, Downtown Barrie Business Association
Carol-Ann Ryan, Barrie Public Art Committee
Richard Tremblay, Business owner
Christy Bremner, C2 Design
Sarah Jensen, BIA member
Michelle Banfield, City of Barrie
Stephannie Schlichter, City of Barrie
Anna Sajecki, City of Barrie
Nina Brancaccio, City of Barrie (notetaker)

Guests:

Paula Bustard, EVP, SmartCentres
Scott Higgins, HIP Developments
Rachel Martin, HIP Developments
David Olsen, Debut Condos
Gary Silverberg, Debut Condos
Matt Silverberg, Debut Condos.

1. REVIEW OF MINUTES OF MAY 5, 2021

The Minutes from the meeting of May 5th, 2021, were approved.

2. DEVELOPMENT PROPOSALS IN OR NEAR THE WEST END OF DOWNTOWN

a) Paula Bustard/SmartCentres

P. Bustard provided the group with an update on the project and noted that construction on Phase 1 is anticipated to start in 2021 with potential occupancy in August 2024. She noted that the project aims to create synergy between the development, open spaces, walkways and passive recreational uses. As the units are different sizes and appeal to different age groups, the residents will have a broad demographic. The housing units will have ground floors activated with retail uses and they are committed to providing an interior design that adds to the streetscape of the area. It was noted that there was willingness to discuss the potential of incorporating film/performing arts uses within the development.

b) Scott Higgins, HIP Developments

S. Higgins provided an update on the project and noted his concerns with developments on neighbouring properties. He indicated that they are excited about this project and is happy to participate with the Task Force. HIP is committed to the project and noted that the intention is to have the units be a rental and not condominiums. There will also be a good cross section of demographics and are hoping to keep rents as affordable as possible. They are committed to public place making and interested in incorporating usable and recreational spaces within the development. He also noted that the proposed development also includes a YMCA community facility and urban parkette.

c) Gary Silverberg/Debut Condos

G. Silverberg and D. Oleson provided an overview of the proposed development and highlighted features of the development that tied in the waterfront with the buildings on the site. The main floor of the development is proposed to have retail uses with features to make the space interesting and usable to the public. G. Silverberg noted that it is anticipated that demolition of the existing properties will occur by the end of June. K. McKenna noted the BIA's desire to work with the developer to assist as necessary. She noted that she would be in contact with them to discuss the pedestrianizing of Dunlop Street and the demolition that was to take place on the site.

3. TASK FORCE NAME

A discussion took place regarding various options for the name of the Task Force. Some suggestions included: Bayside Market District; Bayside Village; Bayside Market Square; Kempenfelt Market Square; Bayside Market District; and Market District. This matter will be discussed further at the next meeting.

4. PROPOSED PROJECTS OF THE TASK FORCE

This matter will be discussed at the next meeting.

5. FUTURE MEETINGS

The next meeting is scheduled for June 9th at 9am.

6. NEW BUSINESS

There was no other business discussed.

7. ADJOURNMENT

The meeting adjourned at 10:30 am.

AFFORDABLE HOUSING TASK FORCE

NOTES

JUNE 9, 2021

Attendees:

Deputy Mayor Barry Ward (chair)
Keenan Aylwin, City Councillor
Craig Busch, Busch Systems, the Sandbox
Linda Loftus, Commercial Realtor
Tom Ambeau, Gel Marketing
Jon Grootveld, Barrie Farmer's Market
Mike Madden, Barrie Farmer's Market
Kelly McKenna, Downtown Barrie Business Association
Carol-Ann Ryan, Barrie Public Art Committee
Richard Tremblay, Business owner
Christy Bremner, C2 Design
Michelle Banfield, City of Barrie
Stephannie Schlichter, City of Barrie
Nina Brancaccio, City of Barrie (notetaker)

C. Busch shared a video with the group that depicted renderings and ideas for the Market District. Craig will share some still photographs that demonstrate the uses contained within the video.

1. TASK FORCE NAME

A discussion took place regarding various options for the name of the Task Force. It was agreed that "Bayside Market" be included in the name but that the naming be referred to a sub-committee to finalize.

2. ASSIGNMENT OF SUBCOMMITTEES

Discussion of the proposed projects and respective Subcommittees took place. The following Subcommittees and participants were established as follows:

- 1) Naming/Marketing – Tom
- 2) Streetscapes – Keenan, Christy
- 3) Public Art/Wayfinding – Carol Ann, Kelly, Richard
- 4) Farmer's Market's Needs – Mike, Jon, Eric
- 5) Entrepreneurial Opportunities – Kelly/City (Stephannie)
- 6) Business Plan Justification (financing and structuring) – Craig, Linda
- 7) Precinct Boundaries – Craig
- 8) Permanent Market – Barry, Tom, Craig, Mike, Jon, Richard
- 9) Parking - Craig

3. FUTURE MEETINGS

It was agreed that a future Task Force meeting be held to review the work done by Development Services Department on the precinct and gather feedback from the Task Force. M. Banfield noted that the Task Force can assist with prioritizing some of the recommendations in the original report that was presented to Council.

The next meetings will be held in July and August. One meeting will be a walking tour of the precinct and will take place on a Wednesday or Thursday evening.

4. NEW BUSINESS

There was no other business discussed.

5. ADJOURNMENT

The meeting adjourned at 10:14 am.

MARKET PRECINCT TASK FORCE

NOTES

SEPTEMBER 23, 2021

Attendees:

Deputy Mayor Barry Ward (chair)
Sergio Morales, City Councillor
Keenan Aylwin, City Councillor
Craig Busch, Busch Systems, the Sandbox
Linda Loftus, Commercial Realtor
Tom Ambeau, Gel Marketing
Jon Grootveld, Barrie Farmer's Market
Mike Madden, Barrie Farmer's Market
Kelly McKenna, Downtown Barrie Business Association
Marlene Hilton-Moore, Barrie Public Art Committee
Richard Tremblay, Business owner
Christy Bremner, C2 Design
Michelle Banfield, City of Barrie
Stephannie Schlichter, City of Barrie
Nina Brancaccio, City of Barrie (notetaker)

Streetscape and Public Spaces Subcommittee Members:

Sarah Jensen
Hannah Bregman

1. CALL TO ORDER

The meeting was called to order at 9:30am

2. REVIEW OF MINUTES FROM JUNE 9, 2021

The Minutes were approved as presented.

3. INTRODUCTIONS AND REPORT FROM CHAIR

Deputy Mayor Ward introduced new Member Carol-Ann Ryan who will be replacing Marlene Hilton-Moore as the Barrie Public Art Committee representative.

4. SUBCOMMITTEE REPORTS

Deputy Mayor Ward provided an update to Task Force Members on development in the area of the market. Demolition on the theatre block has commenced and the Debut Condo development is anticipated to start construction in the fall.

A meeting was held with the Parliamentary Assistant for the Minister of Agriculture and Food as part of the Annual Association of Municipalities of Ontario Conference. The Parliamentary Assistant expressed enthusiasm about the project as it promoted local farming and economic development.

a) Streetscape and Public Spaces Subcommittee – Councillor Aylwin

Councillor Aylwin provided a presentation to the Task Force members and outlined the action recommendations of the Subcommittee as follows:

- #1 - Simcoe Street - Connection & Calm
- #2 - Green Gateway to the Market District
- #3 - Maple & Simcoe - Connection & Canvas
- #4 - Spirit Catcher - Engage, Reclaim, Activate
- #5 - Maple, Mary & Dunlop - Walkable & Flexible
- #6 - Market Gathering & Dining Space
- #7 - Central Market Promenade & Atrium

(Please see the presentation attached to the minutes as Appendix #1)

b) Permanent Market Subcommittee – Deputy Mayor Ward

Deputy Mayor Ward advised that a tour had taken place with Rick Pews to view the space. The following suggestions were made with regard to the future market space:

- Potential for walls to be removed to create more open space
- Consideration of roll up doors
- Use the former convenient store as a permanent location for market vendors
- Increasing the profile of the Barrie Police within the space
- Retention of a portion of the canopy
- The shape of the building be revised to allow for a more functional space

c) Any other Subcommittees

Jon Grootveld provided an update from the Permanent Market Subcommittee. He outlined some suggestions that were discussed including a Thursday evening night market, Friday evening artisan market and providing vendors space both indoors and outdoors on regular market days. The indoor space should have space for approximately 60 vendors and 10000-15000 square feet of space; power and wifi should be available for all booths; and designated space for vendor parking.

Deputy Mayor Ward agreed to forward the previous work done by the consultant, John Anderson on the market and forward it to the Task Force for their information.

5. SUBJECTS FOR FUTURE MEETINGS

It was agreed that a walking tour would take place on September 29th at 5pm.

Task Force members agreed that Barrie Police be requested to provide a presentation at the next meeting in order that they may update the group on the activities of the community response unit and safety in west end.

6. NEXT MEETING

The next meeting will be held on Thursday, October 7th at 9am.

7. ADJOURNMENT

The meeting adjourned at 11:05 am.

MARKET PRECINCT TASK FORCE

NOTES

OCTOBER 7, 2021

Attendees:

Deputy Mayor Barry Ward (chair)
Keenan Aylwin, City Councillor
Craig Busch, Busch Systems, the Sandbox
Linda Loftus, Commercial Realtor
Jon Grootveld, Barrie Farmer's Market
Eric Carter, Barrie Farmer's Market
Kelly McKenna, Downtown Barrie Business Association
Marlene Hilton-Moore, Barrie Public Art Committee
Richard Tremblay, Business owner
Michelle Banfield, City of Barrie
Anna Sajecki, City of Barrie
Stephannie Schlichter, City of Barrie
Nina Brancaccio, City of Barrie (notetaker)

Streetscape and Public Spaces Subcommittee Members:

Sarah Jensen

1. CALL TO ORDER

The meeting was called to order at 9:05am

2. REVIEW OF MINUTES FROM SEPTEMBER 23, 2021

a) The Minutes were approved with a correction to the following point under 4b) Permanent Market Subcommittee – Deputy Mayor Ward:

“The shape of the building be revised to allow for additional development on the north end of the site.”

3. INTRODUCTIONS AND REPORT FROM CHAIR

Deputy Mayor Ward added 3 additional items to the agenda: 1) Naming of Market Precinct Area; 2) Survey; 3) Open House with Performing Arts Task Force.

4. PRESENTATION – BARRIE POLICE COMMUNITY RESPONSE UNIT

This presentation will take place at the next meeting.

5. WALKING TOUR

There were no comments regarding the walking tour that took place on September 29th.

6. SUBCOMMITTEE REPORTS

It was suggested that since recommendations had been submitted by the Streetscape and Public Spaces Subcommittee, that those subcommittee members could participate in additional subcommittees.

Entrepreneurial Opportunities – Kelly advised that work was in progress to add pop-up events in the downtown and a program from the EDCO Group “My Mainstreet” that may be available to provide grant funding.

Precinct Boundaries and Parking – will be meeting in two weeks.

7. NAMING OF MARKET PRECINCT AREA

A discussion took place on whether to include “Barrie” and the use of “District” within the name. It was agreed that Barrie Bayside Market District be used to refer to the area of the market.

8. SURVEY

A discussion took place regarding the questions that could be used in the survey to gather input from the community on preferences on items such as types of vendors; parking and the how they would plan to arrive at the market i.e. bus, car etc.; additional facilities that could be incorporated into the space. It was suggested that a question be added to ask whether patrons would use the market as a destination or as a grocery shopping alternative.

It was noted that additional surveys could be directed to vendors at the Farmer’s Market and business owners in the BIA. These surveys would most likely be part of a future consultant’s report.

Deputy Mayor Ward requested that members send any further suggestions on the survey to him by email as the goal was to get the survey out by the end of October.

9. GENERAL DISCUSSION ON POSSIBLE RECOMMENDATIONS

Deputy Mayor Ward advised that as a result of the walking tour, one of the recommendations was to ask the City to close Mary Street between Simcoe Street and Dunlop Street, between the terminal and the parking lot. This would allow expansion of the market westward. A discussion took place regarding the merits of two separate smaller buildings as opposed to one large building for the market. Jon presented concepts for the building layout with various square footage options. The following suggestions/ideas were discussed:

- The option of a greenhouse at the front of the building with the possibility of using the space year-round with uses such as a farm to table restaurant; growing space, community test kitchen;
- The use of additional indoor spaces for vendors to allow for cooler temperatures for items that need to stay cool during the summer months;
- The ability to have parking on the roof of the building.

10. NEXT MEETING

The next meeting will be held on Wednesday, October 20th at 9am.

11. ADJOURNMENT

The meeting adjourned at 10:02 am.

MARKET PRECINCT TASK FORCE

NOTES

OCTOBER 20, 2021

Attendees:

Deputy Mayor Barry Ward (chair)
Keenan Aylwin, City Councillor
Sergio Morales, City Councillor
Tom Ambeau, Gel Marketing
Christy Bremer, C2 Design
Craig Busch, Busch Systems, The Sandbox
Eric Carter, Barrie Farmer's Market
Jon Grootveld, Barrie Farmer's Market
Kelly McKenna, Downtown Barrie Business Association
Marlene Hilton-Moore, Barrie Public Art Committee
Richard Tremblay, Business owner
Michelle Banfield, City of Barrie
Anna Sajecki, City of Barrie
Stephannie Schlichter, City of Barrie
Emma Sharpe, City of Barrie
Nina Brancaccio, City of Barrie (notetaker)

Streetscape and Public Spaces Subcommittee Members:

Sarah Jensen
Hannah Bregman

1. CALL TO ORDER

The meeting was called to order at 9:05am

2. REVIEW OF MINUTES FROM OCTOBER 7, 2021

The Minutes from October 7, 2021 were adopted as presented.

3. PRESENTATION FROM BARRIE POLICE COMMUNITY RESPONSE UNIT

As Constable Keira Brooks was unable to attend the meeting in person a video was played for the Task Force Members. In the video, Constable Brooks outlined ideas for crime prevention through environmental design. She also provided some ideas and tips for the development of the site including working with local social service agencies such as The Salvation Army.

4. SUBCOMMITTEE REPORTS

The Arts Subcommittee will be presenting at the next meeting.

5. QUESTIONNAIRE REVIEW

Emma Sharpe, Communications Advisor attended the meeting and advised that she assisted the Performing Arts Task Force with their survey. The Task Force reviewed the questions on the survey, provided feedback and recommended including a rendering

of the market building with the survey. The survey will be finalized this week and Task Force Members were requested to assist with gathering responses by attending the Farmer's Market on Saturday mornings. Responses will be gathered by using electronic and hard copy versions. The survey will be closing on November 22nd.

6. SUBJECTS FOR FUTURE MEETINGS

Members discussed possible topics for future meetings.

K. McKenna invited members to the BIA Annual General meeting on November 1st. Details will be sent in a separate email to Task Force Members.

7. NEXT MEETING

The next meeting will be held on Wednesday, November 3rd at 9am.

8. ADJOURNMENT

The meeting adjourned at 10:12 am.

MARKET PRECINCT TASK FORCE

NOTES

NOVEMBER 3, 2021

Attendees:

Deputy Mayor Barry Ward (chair)
Keenan Aylwin, City Councillor
Tom Ambeau, Gel Marketing
Craig Busch, Busch Systems, The Sandbox
Mike Madden, Barrie Farmer's Market
Kelly McKenna, Downtown Barrie Business Association
Marlene Hilton-Moore, Barrie Public Art Committee
Richard Tremblay, Business owner
Michelle Banfield, City of Barrie
Anna Sajecki, City of Barrie
Stephannie Schlichter, City of Barrie
Carl Ann Ryan, City of Barrie
Nina Brancaccio, City of Barrie (notetaker)

Streetscape and Public Spaces Subcommittee Members:

Sarah Jensen
Hannah Bregman

The meeting was called to order at 9:05am

1. REVIEW OF MINUTES FROM OCTOBER 20, 2021

The Minutes from October 20, 2021 were adopted as presented.

2. COMMENTS FROM THE CHAIR

Deputy Mayor Ward noted that to date, approximately 1000 survey responses have been received. He has confirmed with staff that the results of the survey can be soon after the November 21st deadline.

He noted that he recently attended the BIA Annual General Meeting and that the response to the market was very positive. He also had a discussion with Gary Silverberg and he indicated that he would be in favour of the closure of Mary Street.

3. SUBCOMMITTEE REPORTS

S. Jensen provided a presentation from the Public Art Committee. She noted that public art is an essential ingredient in place making and displayed examples of different sites in Toronto. Art can be used to elevate public seating, lighting, alternative transportation and playgrounds. It can also be used to create space for creativity and collaboration.

M. Hilton-Moore noted that there is opportunity for a significant work as a landmark and/or gateway to the market. It was important that careful planning take place in order to ensure funding and proper infrastructure was in place. Deputy Mayor Ward requested

that the Subcommittee provide a list of recommendations to be included in the Council report.

The Parking Subcommittee will provide a report at the next meeting.

4. DISCUSSION WITH OTHER GROUPS

Discussion took place regarding other groups that the Task Force could be contacting. It was agreed the Simcoe County Food Council and Barrie Police should be consulted regarding the market.

5. FUTURE MEETINGS

The next meeting will be held on Wednesday, November 24th from 9am to 10:30am to discuss the results of the questionnaire.

6. NEW BUSINESS

It was agreed that a discussion take place at the next meeting to re-prioritize the recommendations in the previous consultant's report. M. Banfield also agreed to provide an overview of the community planning permit system as a tool which could be included as a recommendation from the Task Force.

7. ADJOURNMENT

The meeting adjourned at 9:55 am.

MARKET PRECINCT TASK FORCE

NOTES

NOVEMBER 24, 2021

Attendees:

Deputy Mayor Barry Ward (chair)
Keenan Aylwin, City Councillor
Sergio Morales, City Councillor
Tom Ambeau, Gel Marketing
Christy Bremer, C2 Design
Craig Busch, Busch Systems, The Sandbox
Mike Madden, Barrie Farmer's Market
Kristen Eatch, Downtown Barrie Business Association
Marlene Hilton-Moore, Barrie Public Art Committee
Richard Tremblay, Business owner
Eric Carter, Barrie Farmer's Market
Jon Grootveld, Barrie Farmer's Market
Sarah Jensen, Bohemia
Hannah Bregman
Michelle Banfield, City of Barrie
Anna Sajecki, City of Barrie
Emma Sharpe, City of Barrie
Nina Brancaccio, City of Barrie (notetaker)

The meeting was called to order at 9:05am

1. REVIEW OF MINUTES FROM NOVEMBER 3, 2021

The Minutes from November 3, 2021 were adopted as presented.

It was noted that going forward Kristen Eatch will be the Downtown Barrie Business Association's representative.

2. QUESTIONNAIRE PRESENTATION – EMMA SHARPE AND DISCUSSION

E. Sharpe noted that there was excellent engagement on the survey and there were 2124 responses with 87% completion rate. Upon preliminary review, the majority of the comments were positive and supportive.

Deputy Mayor Ward asked that the Task Force members review the survey results so that a further discussion can take place at the next meeting.

3. SUBCOMMITTEE REPORTS

C. Busch provided a presentation from the Parking Subcommittee and provided options for relocating and/or eliminating parking. He presented various alternatives that optimized parking at different locations that resulted in a net loss of 20 spaces. He noted that a plan needed to be developed to accommodate the future demand for autonomous and ride sharing options.

It was agreed that if the market was made into a desirable destination providing users with an experience, people would park further away and there would be less of a need for parking in the immediate area of the market.

A discussion took place regarding the phasing of development of the area with complementary uses to the market.

The Boundaries Subcommittee will provide a document to the group to outline their recommendations.

4. PRESENTATION ON FONTENN RECOMMENDATIONS

M. Banfield provided an overview of staff report DEV040-20 brought forward to Council on December 7, 2020. The report presented the details of the Barrie Market Precinct Initial Site Analysis and Considerations Report and requested Council for approval in principle to transform the existing Barrie transit terminal into a permanent market.

The initial site analysis was conducted by Fontenn Planning and Design which included focused consultation with stakeholders. She outlined the ten key themes in the stakeholder discussions and noted five “big moves” for implementing the market: people in the market precinct; catalytic uses; distinct character and unique experience; an integrated precinct; and synergies and local partnerships. The report also listed 16 recommended next steps/action items. One of the key recommendations was to have a dedicated staff member to move the project along the process.

Moving forward, staff would review the Task Force recommendations once approved by Council, establish a business case and finally prepare a precinct plan.

5. FUTURE MEETINGS

The next meeting will be held on Wednesday, December 8th at 10am to discuss the results of the questionnaire.

6. NEW BUSINESS

There was no new business discussed

7. ADJOURNMENT

The meeting adjourned at 10:15 am.

MARKET PRECINCT TASK FORCE

NOTES

DECEMBER 8, 2021

Attendees:

Deputy Mayor Barry Ward (chair)
Sergio Morales, City Councillor
Tom Ambeau, Gel Marketing
Christy Bremer, C2 Design
Craig Busch, Busch Systems, The Sandbox
Mike Madden, Barrie Farmer's Market
Kristen Eatch, Downtown Barrie Business Association
Marlene Hilton-Moore, Barrie Public Art Committee
Richard Tremblay, Business owner
Eric Carter, Barrie Farmer's Market
Jon Grootveld, Barrie Farmer's Market
Sarah Jensen, Bohemia
Michelle Banfield, City of Barrie
Stephannie Schlichter, City of Barrie
Anna Sajecki, City of Barrie
Nina Brancaccio, City of Barrie (notetaker)

The meeting was called to order at 9:05am

1. REVIEW OF MINUTES FROM NOVEMBER 24, 2021

The Minutes from November 24, 2021 were adopted as presented.

2. QUESTIONNAIRE DISCUSSION

The Task Force discussed the common themes noted in the questionnaire comments as follows:

- The importance of parking. The Task Force agreed that this was important and that efforts be made to preserve the parking that currently existed in the area at least until the market opens and becomes established.
- Access to public washrooms.
- Local vendors and diversity of vendors.
- Volunteer base – to help with promotion etc. and the possibility of conducting a focus group with those that offered to volunteer.
- The inclusion of public art.
- That the market target local residents and not tourists.
- The market being a place to gather and meet; the connection to Meridian Place, public art etc.
- Food trucks and the feasibility of having them on the market site. Staff will provide a summary of regulations regarding food trucks which may impact whether they are allowed to operate on site.
- Special event markets – i.e. similar to European markets, Christmas, Easter markets etc.
- Floral displays.
- Safety and security and the importance of lighting; Deputy Mayor Ward will be meeting with Barrie Police to discuss policing and their visibility within the market.

- Structuring the vendors in the market to fill the gap of a grocery store within the downtown.

3. SUBCOMMITTEE REPORTS

J. Grootveld provided a presentation regarding the Market Needs and outlined the potential structure for the permanent market. He outlined needs for the building including vendor parking, loading/unloading areas and power requirements for vendors. He highlighted the importance of parking for patrons and the functionality for vendors.

A discussion took place regarding other developments in the downtown that may provide additional parking spaces for the market. M. Banfield noted that part of the parking strategy was to maintain the parking currently held in the downtown and that staff will work with the developers of adjacent properties with the market in mind.

4. FUTURE MEETINGS

Deputy Mayor Ward asked that all recommendations of the subcommittees be forwarded to him so that it may be compiled into the report that was going forward to Council on January 12, 2022. He will circulate the compiled recommendations prior to the meeting for the Task Force's review.

The next meetings will be held on Tuesday, December 21st at 9am and the final meeting of the Task Force will be held Wednesday, January 12, 2022.

5. NEW BUSINESS

There was no new business discussed

6. ADJOURNMENT

The meeting adjourned at 10:15 am.

MARKET PRECINCT TASK FORCE

NOTES

DECEMBER 21, 2021

Attendees:

Deputy Mayor Barry Ward (chair)
Tom Ambeau, Gel Marketing
Craig Busch, Busch Systems, The Sandbox
Mike Madden, Barrie Farmer's Market
Marlene Hilton-Moore, Barrie Public Art Committee
Eric Carter, Barrie Farmer's Market
Jon Grootveld, Barrie Farmer's Market
Sarah Jensen, Bohemia
Kathleen Trainer, Tourism Barrie
Linda Loftus, Squarefoot Commercial Group
Stephannie Schlichter, City of Barrie
Anna Sajecki, City of Barrie
Lauren Wild, City of Barrie (notetaker)

The meeting was called to order at 9:07am

1. REVIEW OF MINUTES FROM DECEMBER 8, 2021

The Minutes from December 8, 2021 were adopted as presented.

2. SUBCOMMITTEE REPORTS

Craig provided an update from the Finance Sub-Committee, and presented the sub-committees recommendations concerning guiding principles, organization form, capital improvement sources, operating revenue sources (see presentation). Kathleen Trainer joined the presentation to further discuss potential avenues for funding and grant opportunities, including the creation of a Tourism Improvement District (similar but distinct from the BIA) and the potential for a Destination Marketing Fee, which is currently implemented in other cities. It is a voluntary charge put on all bills in a certain geographic area, such as a market, and those funds can be used to offset the operating costs and allow for availability of additional funds for marketing and events. It was noted that additional funding may also come from sources as part of COVID stimulus/recovery in the coming years.

The Chair opened the floor to questions and discussion of the topic.

Operating costs were discussed, and an annual estimate of approximately \$500,000 was noted with potential revenue of \$800,000, and extra funds to be reinvested in the space and activation of the space.

Structure and governance were discussed, noting that the recommendation is that there be separate boards for each entity, but the City should be the owner of the Holding Company and assets and have representation of boards to ensure proper governance and maintain overall community benefit. The detailed governance structure is still to be determined as there is still a need to work together through it to collectively design. As

well, the capital plan will need to be a collective effort depending on how much funding is available from the City and other sources, and the focus should be on the core Market building and Farmers Market as the anchor spaces if a phased approach is utilized, and ensure the phased approach groups projects together, potentially through a strategic master plan which includes a timeline and scope, to maximize readiness for funding opportunities. The representatives from the Farmers market would like to offer support to these discussions as well.

The need for a new Farmers Market building was discussed, including potential locations for the 10,000sqft space desired for the vendors. There is potential in future years to close Mary Street once a week, similar to Mulcaster and Dunlop, for additional vendors and space activation. Discussions regarding the expansion of the existing building to add 10,000 sq ft occurred, but it was noted this would create a large building which would block the pedestrian flow from the Debut Condo's "arcade" to Dunlop and would also prevent the vendors on the west side of the permanent market from having doors/windows spilling out of the building. There was a suggestion that the 10,000sqft be split over two levels but that was seen as impractical by the Farmers Market. The Farmers Market would like to see some options and engage in the conversations, as there will be potential opportunities for additional space through recommending acquiring new property or utilizing existing public property at the Sea Cadets building. It is not clear whether there is potential for use of space at the Alectra transformer building.

Barry noted that he and Kristen, BIA, met with Barrie Police Service to advise them of the building's space allocation discussions, and BPS noted they would be supportive of relocating if there was a comparable space available to continue operations. There may be an opportunity to explore interest from the adjacent property that will have ground floor commercial space.

3. JANUARY 12 MEETING TO FINALIZE RECOMMENDATIONS

The Chair requested all recommendations be submitted to him prior to the January 12 meeting, as the recommendations will be reviewed, and the group will decide upon the final recommendations included in the formal report to Council.

4. NEW BUSINESS

There was no new business discussed.

5. ADJOURNMENT

The meeting adjourned at 10:15 am.

MARKET PRECINCT TASK FORCE

NOTES

JANUARY 12, 2022

Attendees:

Deputy Mayor Barry Ward (chair)
Councillor Keenan Aylwin
Tom Ambeau, Gel Marketing
Christy Bremer, C2 Design
Craig Busch, Busch Systems, The Sandbox
Mike Madden, Barrie Farmer's Market
Eric Carter, Barrie Farmer's Market
Jon Grootveld, Barrie Farmer's Market
Sarah Jensen, Bohemia
Kristen Eatch, Downtown Barrie Business Association
Richard Tremblay
Hannah Bregman
Linda Loftus, Squarefoot Commercial Group
Michelle Banfield, City of Barrie
Stephannie Schlichter, City of Barrie
Anna Sajecki, City of Barrie
Nina Brancaccio, City of Barrie (notetaker)

The meeting was called to order at 9:04 am

1. REVIEW OF MINUTES FROM DECEMBER 12, 2021

The Minutes from December 12, 2021 were adopted as presented.

2. REVIEW OF RECOMMENDATIONS FOR FINAL REPORT

Members reviewed the document distributed with recommendations and suggested amendments. Suggestions included:

- The addition of a 3rd recommendation for the Council motion stating that the project be integrated into the City's Capital Plan.
- The addition of a 4th recommendation for the Council motion asking that staff report back by end of March and that the Task Force recommendations be endorsed
- That the staff position be funded from the Community Benefit Reserve.
- The addition of a recommendation that the City consider acquiring land in the immediate area for market needs
- Market building – delete reference to convenience store; possibility of expansion of the market
- Streetscape – add the location Maple/Simcoe; add specific wording for pedestrianization; ensure accessible parking is available
- Public Art – rewording of recommendations 21 and 22
- Boundaries – rewording “market square” to “market district”
- Parking – delete recommendation #3; rewording to #6 to allow for some kind of autonomous vehicles; delete recommendation #7

- Market Management – Craig will distribute report by email. Recommendations will be added based on the Task Force's input.
- Addition of working with other groups that handle food security for opportunities for partnerships etc.
- Addition of wording for activation of the space

Deputy Mayor Ward will circulate a revised document and comments can be sent by email. If a further meeting is required, Members will be notified.

3. PRESENTATION TO COUNCIL – FEBRUARY 7TH

It was agreed that Craig, a representative from the Farmer's Market present to Council in addition to Deputy Mayor Ward. The Chair will also reach out to Sarah to determine if she would also be interested in presenting.

4. ADJOURNMENT

The meeting adjourned at 10:41 am.