

Legislation Details (With Text)

File #:	21-A-078	Version:	2	Name:	
Type:	Presentation - CC	Status:		Agenda Ready	
File created:	6/9/2021	In control:		City Council	
On agenda:	6/14/2021	Final action:		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:
 - o Downtown Heroes Campaign;
 - o Reopening PPE Kits;
 - o Lifeline E-Gift Cards Program; and
 - o Open Air Dunlop 2021.
- 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	

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;
 - Reopening PPE Kits;
 - Lifeline E-Gift Cards Program; and
 - Open Air Dunlop 2021.
- 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.