

## Legislation Text

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### **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.