



TOWN OF COLLINGWOOD

Collingwood Downtown BIA Board of Management Minutes



Thursday, July 11, 2024

A Collingwood Downtown BIA Board of Management meeting was held Thursday, July 11, 2024, in the Braniff Room, Town Hall, 97 Hurontario Street at 7:30 AM for the specific reasons provided below.

Present:

Sarah Pennal, Chair
Bryn Davies, Vice-Chair
Susan Bishop, Director
Lynda Conway, Director
Krystina Cunningham, Director
Tim Cormick, Director
Lindsey Watson, Director
Carol Young-Petten, Director
Susan Nicholson, General Manager, BIA
Sara Almas, Director, Legislative Services/Clerk

Regrets:

Councillor Houston, Council Appointee
Jenny Haines, Administrative Coordinator, Clerk Services

1. CALL TO ORDER

2. ADOPTION OF AGENDA

BIA-058-2024

Moved by Bryn Davies

Seconded by Krystina Cunningham

THAT the content of the Collingwood Downtown BIA Board of Management agenda for July 11, 2024 be adopted as amended:

- Item 6.4 Addition of Promotion Committee minutes and supporting motions

CARRIED.

3. DECLARATIONS OF PECUNIARY INTEREST

- 3.1. Chair Pennal declared a conflict regarding agenda Item 6.4, Promotion Committee specific to the discussion related to the 2024 Collingwood 10K sponsorship request.

- 3.2. General Manager Nicholson declared a conflict regarding agenda Item 9.1(a) and will abstain from being in attendance during the discussion related to the personnel matter.

4. CONFIRMATION OF THE ADOPTION OF MINUTES

- 4.1. **For information purposes:** The minutes of the regular meeting of the Collingwood Downtown BIA Board of Management held on June 13, 2024, were approved electronically by the Board.
- 4.2. Business arising from the previous meeting.

None.

5. DEPUTATIONS

- 5.1. Community Safety Team initiative for Collingwood - *Andrea Hryciw, Program Supervisor, County of Simcoe, Community Services, Wendy Humbruff, Director, Country of Simcoe, Community Services, Kamallesh Visavadia - Director, County of Simcoe, Community Services, Paul Lunan, Program Manager, One Community Solutions*

Wendy Humbruff, County of Simcoe briefed the Board on the pilot project with the City of Barrie in conjunction with One Community Solutions and the expansion of the pilot project to the Town of Midland and City of Orillia. Program Supervisor Andrea Hryciw and Director Kamallesh Visavadia discussed the role of One Community Solutions and the role and differences between the Safety team and Outreach team and how the two teams work together. Board members inquired about the timeline and logistics to implement this program in Collingwood. Program Supervisor Andrea Hryciw discussed the timing and logistics including the need to do a 3-month pilot in the area to collect data to determine the best approach. The Board identified the days/time that the service is most needed and inquired about which team deals more with mental health and addictions. Program Supervisor Andrea Hryciw and Program Manager Paul Lunan discussed who is best to contact in situations and the training of One Community Solutions staff to support this community. The Board request to have a member at the Town of Collingwood's Homelessness meetings.

6. REPORTS OF COMMITTEES AND BIA GENERAL MANAGER

- 6.1. Financial Report

General Manager Nicholson briefed the Board on the status of various Grant applications.

BIA-059-2024

Moved by Susan Bishop

Seconded by Carol Young-Petten

THAT the Collingwood Downtown BIA Board of Management accepts the Financial Statement for the period ending June 30, 2024 as presented.

AND THAT the Collingwood Downtown Board of Management Business Improvement Area (BIA) endorse the Accounts Payable Vouchers for the period up to July 11, 2024 in the amount of \$38,336.38 as presented.

CARRIED.

6.2. Maintenance and Beautification Committee

Member Conway provided a summary from the last meeting of the Maintenance and Beautification Committee noting the status of the contractor, replacement of a tree, and planting list and design. Member Conway noted concerns about graffiti and need to remove the graffiti around Collingwood.

BIA-060-2024

Moved by Krystina Cunningham
Seconded by Carol Young-Petten

THAT the Maintenance and Beautification Advisory Committee minutes for their meeting held July 2, 2024 be received as presented.

CARRIED.

6.3. Improvement Committee

Chair Pennal provided an update on the Improvement Advisory Committee discussions.

BIA-061-2024

Moved by Susan Bishop
Seconded by Krystina Cunningham

THAT the minutes of the Improvement Advisory Committee be received as presented.

CARRIED.

6.4. Promotion Committee (added by addendum)

Member Young-Petten provided status updates on the attendance to the Saturday Markets and Live Lunch; success of Canada Day Weekend; update on Side Launch Days; status update on Art Crawl, Fashion Week, Santa Clause Parade and Direct Mailing of BIA.

Chair Pennal left the meeting with regard to her declared conflict, not participating in the vote or discussion on the below item..

Board members discussed the 2024 Collingwood 10k sponsorship including how the event supports downtown businesses. Board members discussed the how to promote downtown businesses and drive runners to stay downtown after the race, and identified that adding BIA material or vouchers to the runner's package would be a good strategy to support downtown businesses through the race.

BIA-062-2024

Moved by Krystina Cunningham

Seconded by Sarah Pennal

THAT the minutes of the Promotion Advisory Committee be received as presented.

CARRIED.

BIA-063-2024

Moved by Krystina Cunningham

Seconded by Lindsey Watson

THAT the Collingwood Downtown BIA Board of Management confirm receipt of the funding request for the 2024 Collingwood 10K;

AND THAT the Collingwood Downtown BIA Board of Management approve the funding sponsorship request for the 2024 Collingwood 10K with the condition that a BIA package be included in the runner's packages.

CARRIED.

Chair Pennal re-joined the meeting at this time.

6.5. Council Updates (if applicable)

None.

6.6. Heritage Committee Representative

Member Conway provided an update on the Heritage Committee meeting discussion about permit approvals, sign permits, Terminals Building Development, graffiti and Heritage Committee booth at the Farmers Market. Discussion on a BIA booth at the Farmers Market will be further discussed at the next meeting.

6.7. General Manager Report, *GM Nicholson*

General Manager Nicholson discussed the potential BIA support for the budget for the heritage grant program and provided an update on the My Main Street grant. Discussion on the heritage grant will be further discussed at the next meeting.

BIA-064-2024

Moved by Susan Bishop

Seconded by Bryn Davies

THAT the General Manager monthly report be received as presented.

CARRIED.

7. OTHER BUSINESS

7.1. Collingwood Arts Centre Feasibility Study - Phase 3 Report ([Link](#))

*Should the Board be preparing a position for Council's consideration prior to the July 22nd, 2024?

Board members discussed concerns with the Collingwood Arts Centre including timing of an additional study before the Downtown Masterplan being finalized; the location of the proposed site including impacts to other theatres and businesses and BIA representation for future topic discussion. Board members agreed on a motion for council on the Collingwood Arts Centre.

BIA-065-2024

Moved by Tim Cormick

Seconded by Krystina Cunningham

WHEREAS it is important for the BIA to maintain a significant economic anchor in the Downtown and support investigating the concept of the Arts Centre in the Downtown as well as other options (ex. MURF); in particularly if the Downtown Master Plan doesn't support maintaining both an Arena and an Art Centre;

THAT the BIA Board of Management recommends that the Downtown Master Plan be completed prior to investing any additional funds for a rescoping study;

AND THAT BIA supports keeping 84 Hurontario Street for a Downtown Market Square Community Space, supports keeping the Farmers Market as an outdoor interactive market, continues to support continuing to investigate the original Ste. Marie Parking lot location for the Arts Centre (or potentially the Arena parking lot in the event the Arena is removed from the Downtown), concerns with viability of a 600 seat theatre and impacts on other theatre spaces and businesses in and outside of the Downtown, and have concerns with replacing parking on a 1:1 ratio while adding significantly more patrons to the Downtown;

AND FURTHER THAT any further investment in studies include the financial / economic impact analysis of an Arts Centre versus an Arena in the Downtown, and that the BIA have representation and at very least specific input in any further studies.

CARRIED.

Yay: Sarah Pennal, Bryn Davies, Susan Bishop, Lynda Conway, Krystina Cunningham, Tim Cormick, Lindsey Watson, and Carol Young-Petten

Nay: None

7.2. Community Based Strategic Plan - Draft ([Link](#))

Clerk Almas provided an update on the Community-Based Strategic Plan and how the draft connects with downtown and the future vision of the plan.

BIA-066-2024

Moved by Bryn Davies

Seconded by Lindsey Watson

THAT BIA Board of the Management instruct the BIA General Manager to prepare a letter expressing the Board's support of the draft Strategic Plan and in particular the focus and importance of the Downtown for the future of the Town of Collingwood.

CARRIED.

7.3. Joint Multi-Use Recreation Feasibility Assessment ([Link](#))

*Should the Board provide input on a specific position for the BIA for the Consultants consideration, with particular considerations to the future of the Eddie Bush Memorial Area?

Board Members discussed moving this item to the next meeting.

BIA-067-2024

Moved by Susan Bishop

Seconded by Lindsey Watson

THAT the Joint Multi-Use Recreation Feasibility Assessment discussion be deferred to next meeting for discussion.

CARRIED.

7.4. Downtown Parking Enforcement and Transit Terminal Status, *Sara Almas, Director, Legislative Services/Clerk*

Clerk Almas provided an update on graffiti and parking enforcement. Board members discussed concerns with graffiti enforcement and strategies to combat it including connecting with other BIA committees to see if others have strategies that have worked. General Manager Nicholson provided an update on damage to the HOPE sign.

8. CORRESPONDENCE

None.

9. In-Camera

BIA-068-2024

Moved by Lindsey Watson

Seconded by Krystina Cunningham

THAT the BIA Board of Management proceeds in camera in order to address a matter pertaining to:

- personal matters about an identifiable individual, including a Local Board employees; a) & b)
- labour relations or employee negotiations; a)
- the receiving of advice that is subject to solicitor-client privilege, including communications necessary for that purpose; b)

- a position, plan, procedure, criteria or instruction to be applied to any negotiations carried on, or to be carried, by or on behalf of the local board. b)

Items for discussion: a) Personnel matter b) Farmers Market & Events: Equity, Diversity & Inclusion Matters and Legal Advice

CARRIED.

9.2. Motion to Rise from In-Camera

BIA-069-2024

Moved by Bryn Davies

Seconded by Susan Bishop

THAT the Collingwood Downtown BIA Board of Management rise from in-camera.

CARRIED.

10. NEXT MEETING

Board members discussed the necessity of the tentative meeting in August.

BIA-070-2024

Moved by Bryn Davies

Seconded by Lynda Conway

THAT the Collingwood Downtown BIA Board of Management confirm its meeting on August 8th, 2024 commencing at 7:30am.

CARRIED.

11. ADJOURNMENT

11.1. Moved by Member Young-Petten

THAT the meeting of the Collingwood Downtown BIA Board Management be hereby adjourned at 10:34 a.m. **CARRIED**

Chair