



September 27, 2023  
8:30 a.m. – 11:00 a.m.  
260 King St. W., #300  
Kitchener, Ontario

## BOARD OF DIRECTORS - MEETING MINUTES

**Present:** Linda Jutzi, Darryl Moore, Phong Tran, Martha Wallace, Councillor Aislinn Clancy, Councillor Debbie Chapman, Jessica Toomer, Laird Robertson, Michael Rederer, Sarah Pearson, Darren Becks, Cst. Lee Elliott, and Cst. James Mitchell.  
**Guest(s):** Tracy Van Kalsbeek  
**Regrets:** Cara Watson, Jordan Dolson, Julie Phillips, and Mayor Berry Vrbanovic.  
**Recorder:** Stefanie Golling

The meeting began with Darryl Moore as Chair. 8:36 a.m.

### APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

*Moved by Laird Roberston, seconded by Councillor Debbie Chapman*

"That the Board approves the September 27, 2023, agenda."

**Carried Unanimously**

### APPROVAL OF MINUTES

*Moved by Laird Robertson, seconded by Phong Tran*

"That the Board approves the August 23, 2023 meeting minutes."

**Carried Unanimously**

### WATERLOO REGIONAL POLICE SERVICES

Cst. James Mitchell and Cst. Lee Elliott joined the meeting to share a few updates on behalf of Waterloo Regional Police Services, highlighting:

- Protest(s) in and around the core.
- New dedicated officer, Cst. Matt Wilson.
- A decrease in calls to service.
- Hot spots and areas of concern.
- New temporary location for St. John's Kitchen.

### FINANCE COMMITTEE UPDATE

The Finance Committee is in the process of moving the GICs (including reserve funds) from TD to RBC. After reviewing offers, RBC was able to offer a guaranteed interest rate of 5%. The funds will be locked until the spring of 2024, at which time Directors can discuss how they would like to use them.

## **KITCHENER-WATERLOO OKTOBERFEST**

Executive Director Tracy Van Kalsbeek from Kitchener-Waterloo Oktoberfest joined the meeting to share festival highlights:

- Loft Haus: The Walper Hotel, October 6, from 9:00 a.m. to 11:30 a.m.
- Official Keg Tapping: *Willkommen Platz Biergarten* (44 Gaukel Street), October 6 from 11:30 a.m. to 12:30 p.m.
- KIDtoberfest: THEMUSEUM, October 6 to 8, from 10:00 a.m. to 4:00 p.m.
- DOGtoberfest: Carl Zehr Square, October 7, from 10:00 a.m. to 7:00 p.m., and October 8, from 10:00 a.m. to 6:00 p.m.
- Thanksgiving Day Parade: starting at the corner of Weber Street East and Frederick Street, October 9, beginning at 8:30 a.m.
- The festival has grown from a 10-day event to a 4-weekend festival.
- King Street Vendor Market will take place from Friday-Sunday. This portion of the festival is very important to the KWO team, and they have made thoughtful decisions when placing vendors in front of businesses.

Ms. Van Kalsbeek noted that KWO greatly appreciates the partnership with the BIA and is thankful for the support.

## **TOWN HALL MEETING PREP**

Linda Jutzi shared the Directors should have received an Annual Town Hall Meeting invite for October 17<sup>th</sup>. The business meeting will occur at the BIA office from 2:00 p.m. to 4:00 p.m.

At the meeting, the Board will present the proposed 2024 Operating budget before sending it to Council. Although members do not vote on the budget, it is important to share and provide opportunities for feedback. Members will have 30 days to reach out with inquiries and to set up a one-on-one meeting for further discussion. The Board of Directors will then approve the final version at the November Board Meeting.

Ms. Jutzi and the Governance Committee discussed making a slight change to the meeting structure this year by having Board Directors present. The Committee feels it is important that members hear from the Board and that they support the plan and 2024 budget.

**Action Item:** Linda Jutzi to prepare a guiding script for participating Directors.

**--- MEETING BREAK---**

## **PATIO PROGRAM**

Linda Jutzi shared a Patio Program update, noting that the patios will stay up during Kitchener-Waterloo Oktoberfest this year. Ms. Jutzi acknowledged that this year's installation process was challenging due to closures and construction. Staff have met with contractors and the City of Kitchener to ensure next year we can turn around installation by the beginning of April.

## **SOCIAL MEDIA**

Linda Jutzi welcomed Breanna Crossman and Alexandra Giovanatto to the meeting.

Mrs. Crossman shared that Ms. Giovanatto joined the team this summer and has been instrumental in the growth of the BIA's social media platforms and in developing strategies.

Ms. Giovanatto shared that over the last few months, she has focused on creating video content in response to trends, consistent business and community engagement, fostering partnerships and collaborations, increasing online engagement/impressions/and follower count, as well as creating a distinguishable brand personality.

Directors shared that they have seen a noticeable difference in the posting, which is very well done. They also added that they would like businesses, especially those for whom English is a second language, to continue to be supported, whether that be through small workshops or assistance in creating content.

## **ADJOURNMENT**

*Moved by Councillor Aislinn Clancy, seconded by Jessica Toomer  
"That the meeting adjourn."*

**Carried Unanimously**