



March 24, 2021  
8:30 a.m. – 10:30 a.m.  
Zoom Meeting

## BOARD OF DIRECTORS • MEETING MINUTES

**Present:** Linda Jutzi, Darryl Moore, Erika Holenski, Phong Tran, Cara Watson, Benjamin Mathew, Councillor Debbie Chapman, Julie Phillips, Kathy Crossley, Michael Rederer, Councillor Sarah Marsh, Cory Bluhm, Darren Becks, and Cst. Amanda Gruber.  
**Regrets:** Mayor Berry Vrbanovic  
**Guests:** Jeff Young and Cameron Dale  
**Recorder:** Stefanie Golling

The meeting began at 8:31 a.m., with Darryl Moore as Chair.

### APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

*Moved by Kathy Crossley seconded by Erika Holenski*

“That the Board approve the March 24, 2021 agenda.”

**Carried Unanimously**

### APPROVAL OF MINUTES

*Moved by Julie Phillips, seconded by Cara Watson*

“That the Board approve the February 24, 2021 meeting minutes, with adjustments.”

**Carried Unanimously**

### WRPS UPDATE

Cst. Amanda Gruber joined the meeting to represent Waterloo Region Police Service.

Cst. Gruber provided an update on the following:

- Victoria Park graffiti
- Calls to service
- Homelessness and shelter location changes
- Officer presence during patio hours

**Action item:** Linda Jutzi to prepare letter on behalf of the BIA, to the Region of Waterloo, regarding shelter locations.

## **DTK ART WALK – PHASE 2**

Linda Jutzi provided a brief update on the progress of phase 2 of the DTK Art Walk. Ms. Jutzi agreed to speak with staff about the accessibility naming of “Walk”.

## **PATIO PROGRAM**

Linda Jutzi shared the following patio program updates:

- An MOU has been prepared for each business location. The agreement put together is a *no charge, no fee, lease agreement*. There will be no cost to the businesses for material, installation (un-install), and storage.
- Wheelchair ramps will be added to each patio.
- Following the February Board Meeting there were minor shifts, that resulted in a small increase. The Finance Committee has reviewed this information.
- Pop-up Street Patios do not see any reason for delay; installation to proceed during the week of April 19<sup>th</sup>.

Darren Becks added the following updates on behalf of the City:

- The City is collecting legal licensing agreements and insurance certificates.
- Internal staff had a call with Pop-up Street Patios regarding logistics.
- Operations will be removing dead trees in the downtown over the next few weeks.
- A detailed work plan for planting/planters has been created. May long weekend due to frost. Were in good shape.

## **SPECIAL EVENTS UPDATE**

Guest, Jeff Young from the City of Kitchener’s Special Events department joined the meeting. Mr. Young provided the following update:

- Moving forward, all City owned events will have multiple plans to scale up or down, with a focus on in-person activations.
- Smaller pop-up or passive activations will be held in the downtown and across the City.
- Staff will continue to be mindful of safety, Public Health as well as Provincial guidelines and restrictions.
- By end of April/mid-May City staff will have an update on the large events. However, it is 95% likely they will be cancelled.
- Special Events staff will work with Ec Dev Downtown, and the Kitchener Market to program in the core. More updates to come over the next few weeks.

**Action item:** Special Events/Ec Dev Downtown/BIA staff to look at what it would cost to have consistent programming, and what is needed to make it happen.

Linda Jutzi added that the BIA will be working to develop a grant program, similar to the Community Builder Grant Program, that will support member businesses with the live entertainment activation on their patios.

## **KITCHENER MARKET UPDATE**

Guest, Cameron Dale, Manager of the Kitchener Market joined the meeting.

Mr. Dale shared the Markets focus for the year:

- Saturday's – "Remind people why they love the Market, and how they can return to rituals". Expand out onto Eby Street (King to Market Lane), adapt to operate safely, and allow people to enjoy public space again.
- Series approach – create a set of small-scale experiences with recurring businesses, table service and partner support. Events will be ticketed – even when free, to ensure tracking and tracing.
- For new visitors, create small, resilient, high-quality events.

All program marketing will be through partnerships and Communications within the City of Kitchener.

## **EXECUTIVE DIRECTOR UPDATE**

Linda Jutzi provided the following updates:

- Communitech is creating *Pop-up Self Swab Centres* for people who are A-symptomatic. The pop-up stations will be on 3 mobile screening buses and will move between Downtown > Uptown > and Cambridge Mall. Buses will run for 8-hours per day, for 7-days a week.
- \$70,000 has been set aside in the annual operating budget for live entertainment. A grant program will be developed for businesses to apply for funding towards their desired style of music. All programming will work within Regional and Provincial guidelines.
  - Feedback received through numerous consultation processes, is that businesses would like to acquire their own talent, see consistent programming, and a boost in Sunday entertainment.
    - Board questions/comments:
      - Q/C: What is expected of the BIA team? Be mindful of staff burnout.
      - C: Look at recovery and beyond. For some, Thursday nights downtown were the fun night.
      - C: Create the tools for musicians to do the work themselves.
      - C/Q: A series approach is the way to go. Are the City/BIA each taking on a specific day?
- Pilot program, Ambassador Team – these individuals would act as a welcoming committee. People would walk in pairs, would likely be friends/couples, and share a love for downtown.
  - Ambassadors would be familiar with the community, have the ability to point out places to visit, carry DTK Art Walk Field Guides, Shopping & Dining Guides, etc.
  - Ambassadors would be paid in Downtown Dollars, driving money back into our businesses.

- Board questions/comments:
    - Q: How many people are we starting with?
      - C: Two people would serve in the pilot per shift. Shifts would run from Thursday to Sunday.
    - Q: Like idea of pilot – could apply for summer student grants later this year.
    - C: Potential Ambassadors could be people from DAAC, and/or individuals living in Wards 9 and 10.
- Marketing update:
  - Breanna Crossman will be returning on April 6<sup>th</sup>.
  - Upon Mrs. Crossman's return, she will begin working on a special marketing program that will be presented at the April Board of Directors meeting.
  - The Marketing Committee is going through a refresh. Director Cara Watson will remain on the Committee.
- Ms. Jutzi thanked Darren Becks; we will be saving money as the City of Kitchener has hired an Operations crew for sweeping the streets. This is a \$16,000 saving.
- The intent is to host a Membership Town Hall at the end of May in the covered area of the Kitchener Market. This will allow for proper social distancing.
- The audit is being completed by KPMG and will be presented to the Board for final approval.

## **NEW BUSINESS**

- Phong Tran would like to propose that we take the time to sit down and rethink how we work with The Working Centre and consider reallocating the Discovery Team funds to the Ambassador Pilot Program.
  - Erika Holenski added that now is the time to look at current programs, re-evaluate, and make change.

**Action Item:** Linda Jutzi to provide update at April Board meeting on how to shift funds.

- Ms. Holenski inquired about an update on the \$5M set aside towards revitalization. Cory Bluhm shared that a plan will be going to Council in mid-April and should have a draft version available to share next week.
  - Mr. Bluhm welcomed additional eyes for review on the plan.

**Action item:** Cory Bluhm to share revitalization plan with Vice-Chair, Erika Holenski for feedback.

**IN-CAMERA**

*Moved by Julie Phillips, seconded by (unknown)*

“That the Board go in-camera.”

**Carried Unanimously**

*Moved by Julie Phillips, seconded by Kathy Crossley*

“That the Board come out of camera.”

**Carried Unanimously**

**ADJOURNMENT**

*Moved by Erika Holenski, seconded by Phong Tran*

“That the meeting adjourn.”

**Carried Unanimously**