



February 28, 2024
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, Cara Watson, Phong Tran, Martha Wallace, Councillor Stephanie Stretch, Councillor Debbie Chapman, Jessica Toomer, Jordan Dolson, Julie Phillips, Laird Robertson, Sarah Pearson, and Cst. James Mitchell.
Guest(s): Kristy Skelton, Andrew McNamara, and Justin Frenette.
Regrets: Mayor Berry Vrbanovic, Michael Rederer, and Cst. Lee Elliott.
Recorder: Stefanie Golling

The meeting began with Darryl Moore as Chair at 8:30 a.m.

APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

Moved by Jessica Toomer, seconded by Julie Phillips

"That the Board approves the February 28, 2024, agenda."

Carried Unanimously

APPROVAL OF MINUTES

Moved by Cara Watson, seconded by Laird Robertson

"That the Board approves the January 24, 2024, meeting minutes."

Carried Unanimously

WATERLOO REGIONAL POLICE SERVICE

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

- City of Kitchener Security, WRPS, and Cameron Heights High School are managing student-related concerns at the Kitchener Market during the lunch break.
- Calls to service are normal for this time of the year. As it gets warmer, we may see more people downtown.
- Director reported Halls Lane-related incidents, including drug use and fires.

GRANT FUNDING

Linda Jutzi shared an exciting grant funding update. Directors agreed to provide Ms. Jutzi with the authority to enter into a funding agreement and make expense claims on behalf of the organization. See *Schedule A* below.

Ms. Jutzi added that the team will be applying for two additional grants for the DTK Art Walk and Sunset Sessions.

FINANCIAL REPORT

Treasurer Phong Tran provided a Q4 Financial update.

Moved by Jessica Toomer, seconded by Sarah Pearson

"To approve the Q4 Financial report, as presented by Phong Tran."

Carried Unanimously

LOGO PRESENTATION

Andrew McNamara and Justin Frenette from Him & Her joined the meeting.

Breanna Crossman shared a brief history of the logo and the need for a new comprehensive brand strategy to reflect the essence of downtown. Linda Jutzi acknowledged the time of the Marketing Committee and their support while working through this process.

Mr. McNamara walked the Board through a presentation, highlighting the objective, research and discovery process, and the proposed rebrand.

Ms. Jutzi shared that while this is an operational decision, it was important for it to be vetted through the Marketing Committee and voted on by the Board.

The group discussed the beauty and simplicity of the logo, its intended usage and parameters, as well as how the new logo will be launched. Alexandra Giovanatto added that often, a logo is undervalued and that it is a very important piece and an opportunity to highlight the community.

Moved by Sarah Pearson, seconded by Councillor Stephanie Stretch

"To approve the new Downtown Kitchener BIA logo, as presented."

Carried Unanimously

DTK TRAVELERS TOUR UPDATE

Arnold Yescas and Lori Muller joined the meeting and shared an update on the success of the DTK Travelers Tour to date. The first week of the program went very well, with over 140 contestant entries. In total, the program will highlight 23 restaurants and showcase over 30 musicians.

Directors shared that the programming felt very inclusive and was also well promoted. In the future, Directors would like to see the promotions launch further out and offer the opportunity for retail businesses to participate.

ADJOURNMENT

Moved by Jessica Toomer, seconded by Julie Phillips

"That the meeting adjourn."

Carried Unanimously

SCHEDULE A



Wednesday, February 28, 2024

Attention: Federal Economic Development Agency for Southern Ontario / Government of Canada

Please accept this letter of authorization submitted by the Kitchener Downtown Improvement Area Board of Management, better known as the Downtown Kitchener Business Improvement Area.

We give authority to the Executive Director, Linda Jutzi, to enter into funding agreements and make expense claims on behalf of the Downtown Kitchener Business Improvement Area for the Tourism Growth Program, Project No. 1017313.

With thanks,

A handwritten signature in blue ink, appearing to read "Darryl Moore", is written over a horizontal line.

Darryl Moore, Board Chair

A handwritten signature in red ink, appearing to read "Phong Tran", is written over a horizontal line.

Phong Tran, Board Treasurer



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@DTKitchener



downtownkitchenerbia.ca