



**Downtown
Kitchener**
Business
Improvement
Area

April 24, 2024
8:30 a.m. – 10:30 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, Laird Robertson, Cory Bluhm, and Cst. James Mitchell.

Regrets: Jordan Dolson, Julie Phillips, Michael Rederer, Sarah Pearson, Mayor Berry Urbanovic and Cst. Lee Elliott.

Recorder: Stefanie Golling

The meeting began with Darryl Moore as Chair at 8:35 a.m.

APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

Moved by Phong Tran, seconded by Jessica Toomer

"That the Board approves the April 24, 2024, with adjustments."

Carried Unanimously

APPROVAL OF MINUTES

Moved by Cara Watson, seconded by Councillor Debbie Chapman

"That the Board approves the March 27, 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:

- Downtown Safety Ambassadors
 - The team will be managed by the City of Kitchener Bylaw team and consists of two full-time ambassadors, as well as two part-time ambassadors, to help cover shifts and maintain consistency.
 - Their hours will cover the lunch and dinner times, complementing the hours Cst. Wilson covers during the week.

- An app was developed to track needs downtown. The data will help understand areas of need, schedules, etc. This information will be shared with WRPS.
- Concerns regarding garbage bags being opened have been addressed.
- Victoria Park is seeing extra checks due to complaints.

Action item: Once the Downtown Safety Ambassadors are through their training, Linda Jutzi will provide Directors with a phone number.

GOSPEL BLUES BREAKFAST

Linda Jutzi and Darryl Moore shared that Mr. Moore has approached the Lions Club, Kitchener, regarding taking on the Gospel Blues Breakfast. The Lions Club has verbally agreed to take on with the same financial commitment needed from the BIA. An MOU is currently being developed to ensure we establish the needs and sustainability similar to last year.

This year, they are looking at serving a hot breakfast sandwich and bringing back the coffee, muffins and fruit from downtown businesses. The breakfast will still take place in the park, and the BIA staff will still manage the coffee and décor setup.

Directors also discussed vegetarian options, donations, volunteer opportunities, and taking advantage of festival advertising opportunities to promote the breakfast.

Action item: Linda Jutzi to send volunteer opportunities to Directors once finalized.

PALETTE X PALATE

Lori Muller and Arnold Yescas joined the meeting, to share the BIA's newest upcoming event, Palette x Palate. The event will celebrate the new artwork and redesign of the field guide as part of the DTK Art Walk, the return of patios and the upcoming summer and event season.

The pair highlighted programming, including live music, buskers, a local art market in Vogelsang Green, sidewalk sales in front of main street businesses, and an interactive mural and flowerpot painting for families. Good Co is supporting with the coordination of live music programming.

In addition to Palette x Palate, the City of Kitchener and Kitchener-Waterloo Oktoberfest are hosting Welcome Fest on Friday, May 24th, and the early part of the day on Saturday, May 25th.

The Marketing Team has sent out 40,000 postcards to neighbourhoods in/around the core. In addition to this, the team is doing live interviews and commercials to promote the event.

Directors further discussed rain dates, the use of Gaukel Block, engaging with the Symphony, distribution of marketing materials at the Kitchener Market, and the appreciation for marketing assets to promote the event.

Action item: Stefanie Golling to send Palette x Palate volunteer opportunities.

FAR EAST ASIAN NIGHT MARKET

Lori Muller and Arnold Yescas also shared that they will be launching another new event this year, the Far East Asian Night Market. The night market will take place in King East on/around the Kitchener Market on Sunday, August 18th, from 3:00 p.m. to 10:00 p.m.. The team has brought on two local ambassadors – Clarissa Diokno and Sai Phounsavath, to support community efforts and run ideas.

The team will share further updates at a future Board Meeting; however, shared the current progress to date:

- Approximately 30 vendors have registered, with space for a total of 47.
- Eby Street and the covered parking lot will be used for vendor space.
- There will be a bar on the Piazza, and it will be run by the Kitchener Market staff. Offerings will include Asian-influenced beer, cocktails, and non-alcoholic options like coconut water.
- The team has reached out to a number of local associations for engagement opportunities and will be attending the Ottawa Asian Night Market to gather ideas and connect with potential vendors.

SURPLUS FUND BOARD EVALUATION PROCESS

Linda Jutzi shared the process for capturing ideas for the surplus fund discussion. All concepts will be captured for a pre-read that will be shared with the Directors prior to the June 4th special meeting. Ms. Jutzi asked that all ideas relate back to the established strategic priorities.

Directors discussed the possibility of striking a committee, developing a short survey to be shared widely, roles and responsibilities of appointed Directors, sustainability of proposals, evaluation tools such as Dcision.io, and available funds for discussion.

The Board agreed to the following process:

- A pre-read with proposals to be sent out by Friday, May 31st.

- Special Board Meeting on Tuesday, June 4th, where Directors will present their ideas. If a Director is unable to attend, another Director may present their idea on the proposed Director's behalf. There will be no voting on this date.
- Minutes will be circulated following the meeting for those who were unable to attend.
- A Doodle Poll will be sent to Directors to rank each proposal.
- At the Wednesday, June 26th Board Meeting, the top three proposals will be shared. It will be discussed at this meeting how to share the final concepts with the membership.

Action item: Linda Jutzi to resend the established Strategic Priorities.

DOODLE POLL RESULTS

Linda Jutzi shared the selected dates for the following upcoming meetings:

- Surplus Fund Discussion: Tuesday, June 4, from 12:00 p.m. to 2:00 p.m. This meeting will include lunch.
- Board of Director Meeting(s):
 - Wednesday, July 24, cancelled.
 - Wednesday, August 28, cancelled.
 - Wednesday, September 25, extended and will include breakfast. At this meeting Directors will approve the 2025 budget.

Action item: Stefanie Golling to send July and August meeting cancellations, as well as an extension for the September meeting.

ADJOURNMENT

Moved by Jessica Toomer, seconded by Cara Watson

"That the meeting adjourn."

Carried Unanimously