



Downtown
Kitchener
Business
Improvement
Area

May 22, 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, Cory Bluhm, Jordan Dolson, Julie Phillips, and Sarah Pearson.

Regrets: Cst. Lee Elliott, Cst. James Mitchell, Laird Robertson, Michael Rederer and Mayor Berry Vrbanovic.

Recorder: Stefanie Golling

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

APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

Moved by Jordan Dolson, seconded by Councillor Debbie Chapman

"That the Board approves the May 22, 2024, agenda with adjustments."

Carried Unanimously

APPROVAL OF MINUTES

Moved by Councillor Debbie Chapman, seconded by Cara Watson

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

Carried Unanimously

SAFETY UPDATE

Waterloo Regional Police Services were unable to attend today's meeting; however, Linda Jutzi provided an update on the community patio in King Street West that was damaged over the week. The Board discussed the possibility of large black planters acting as a barrier for the patios.

Action item: Linda Jutzi to provide an update at the next Board Meeting regarding the community patio.

Q1 FINANCIAL REPORT

Treasurer Phong Tran provided a Q1 Financial update.

Moved by Phong Tran, seconded by Jessica Toomer

"That the Board approves the Q1 Financial Reports."

Carried Unanimously

DTK ART WALK

Linda Jutzi and Stefanie Golling shared the special edition of the DTK Art Walk Field Guide. Ms. Jutzi noted that 2,000 copies have been set aside for the Palette x Palate Event, with the remaining 3,000 being held back for later distribution. The books will be available for pickup at the BIA tent in Vogelsang Green on Saturday, as well as in Darlise Café, KW Bookstore and A Second Look Books. The Board further discussed additional locations, how to reduce waste, and QR codes.

MARKETING UPDATE

Breanna Crossman joined the meeting and shared a comprehensive marketing plan for the DTK Art Walk. Ms. Crossman highlighted distribution, online navigation, partnerships and collaborations, advertising campaigns, walking tours, direct mail campaigns and media partnerships.

NEW MURAL SOCIAL MEDIA CHALLENGE

Linda Jutzi shared that the BIA partnered with local artist James Nye to install an interactive mural in the west end, behind Dallas Night Club. The hope is to engage with the office workers and surrounding community and encourage people to submit photos to win a dining experience downtown. The Board discussed the judging process, parameters, and additional prizes, including a "Kitchener experience" and a grand prize.

Action item: Linda Jutzi to work with the Marketing Committee to define process and parameters.

SUNSET SESSIONS

Linda Jutzi shared an update and the history of the Sunset Sessions. The Board discussed challenges when it rains, and potential alternative locations.

ADJOURNMENT

Moved by Councillor Debbie Chapman, seconded by Julie Phillips

"That the meeting adjourn."

Carried Unanimously