



**Downtown
Kitchener
Business
Improvement
Area**

June 26, 2024
8:30 a.m. – 10:30 a.m.
260 King St. W., #300
Kitchener, Ontario

Board of Directors · Meeting Minutes

Present: Darryl Moore, Cara Watson, Phong Tran, Councillor Stephanie Stretch, Jessica Toomer, Jordan Dolson, Julie Phillips, Laird Robertson, Sarah Pearson, Cory Bluhm, Cst. James Mitchell, and Cst. Lee Elliott.

Regrets: Linda Jutzi, Martha Wallace, Councillor Debbie Chapman, Michael Rederer, and Mayor Berry Vrbanovic.

Guests: Cst. Ashley Teeter and David Marskell.

Recorder: Stefanie Golling

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

APPROVAL OF AGENDA/DECLARATION OF CONFLICTS

Moved by Julie Phillips, seconded by Laird Robertson

"That the Board approves the June 26, 2024, agenda."

Carried Unanimously

Moved by Cara Watson, seconded by Jessica Toomer

"That the Board approves the May 22, 2024, minutes."

Carried Unanimously

Moved by Jordan Dolson, seconded by Julie Phillips

"That the Board approves the June 4, 2024, minutes."

Carried Unanimously

WATERLOO REGION POLICE SERVICES

Cst. James Mitchell, Cst. Lee Elliott, and Cst. Ashley Teeter joined the meeting to share updates on behalf of WRPS:

- WRPS has also been informed that the Region has purchased 87 Frederick Street with the intention of opening it as a permanent shelter. Once they have more information, WRPS will review the Downtown operational plan and make adjustments as necessary.
- The shelter is approximately one year away (March 2025) from operating. The Region will run and operate the space, likely using partners like The Working Centre, SHIP, or Indwell.

- WRPS will continue to keep the Board updated as they receive information. In the meantime, Cst. Mitchell encouraged Directors to attend one of the community meetings held for the current emergency space at 1668 King Street East (former Schwaben Club). The group is willing and eager to share their learnings.

Action item:

- Linda Jutzi to coordinate with WRPS an opportunity for Directors to attend King East meetings.
- Linda Jutzi to advocate on behalf of the Board and member businesses with Regional Councillors. The Board encouraged being proactive with communication to the Region.

WATERLOO REGION WASTE MANAGEMENT

Moved by Cara Watson, seconded by Jessica Toomer
 "That the Board moves in camera."

Carried Unanimously

Moved by Jessica Toomer, seconded by Julie Phillips
 "That the Board moves out of camera."

Carried Unanimously

GOSPEL BLUES BREAKFAST

Darryl Moore shared that we will be moving forward with the Gospel Blues Breakfast with the support of the Lions Club. This year, we will serve breakfast sandwiches (meat and vegetarian options), fruit, coffee, and water and potentially add a gluten-free option. The focus will be on working towards sustainability while serving 2,000+ people.

Following the event, the Board can discuss it's level of involvement next year.

FAR EAST ASIAN NIGHT MARKET

Lori Muller and Arnold Yescas joined the meeting to provide an update on the Far East Asian Night Market. There has been a lot of progress, and changes made to accommodate the excitement of the upcoming Market. The pair shared the importance of activating the east end, as well as showcasing and honouring the businesses in this part of the district.

Stefanie Golling thanked the Board for the opportunity to attend the Ottawa Asian Markets recently. It was a great learning opportunity for the team and gave firsthand insights on how to layout a market of this sort. Ms. Muller and Mr. Yescas added that because of this experience, they have made a number of landscape adjustments to accommodate crowds and ensure a positive vendor and attendee experience.

The group further discussed a rain plan, spacing of vendors to support main street level businesses, vendor ticketing, public health communication, and entertainment.

SURPLUS FUND DISCUSSION

Stefanie Golling provided a brief overview of how the data was collected and selected based on the Director's ranking feedback. The top proposal selected was by Jordan Dolson for Rooftop Parks on City Parkades.

The Board discussed the potential cost of completing a project of this size, the use of the surplus fund, the appetite from the City of Kitchener, potential grant opportunities, and the possibility of beginning with a pop-up space.

Moved by Laird Robertson, seconded by Jordan Dolson

"That the Board strikes a subcommittee to review the Rooftop Parks on City Parkades proposal."

Carried Unanimously

Committee members include Jordan Dolson, Laird Robertson, Councillor Stephanie Stretch, Jessica Toomer, and Cara Watson.

Action item: BIA staff to support with coordinating of the first committee meeting.

THEMUSEUM

David Marskell joined the meeting and provided an overview of THEMUSEUM's history, current challenges, and hopes for attending today's meeting. THEMUSEUM is at a crossroads and aspires to do something greater with the Downtown Kitchener BIA's support through advocacy, marketing, and consideration to view them as a part of the membership and as an anchor downtown.

Cara Watson and Laird Robertson clarified the Downtown Kitchener BIA's purpose, how the organization supports levy-paying members within its boundary, and how it does not fund but enhances programming for other festivals and events.

The group further discussed how the BIA has supported THEMUSEUM (through UNZIPPED, DTK Live, social media promotion, etc.), the need for arts and culture support, residential spin-offs from THEMUSEUM's programming, and Metroline research that highlights the need for marketing investments through newsletters, parking communication challenges and the perception of safety.

Following Mr. Marskells departure, the Board discussed that funding/donating to THEMUSEUM is out of our scope; however, it is part of the BIA's role to encourage and promote growth in making downtown a destination for people. Directors also discussed

the two vacant ex-officio roles within the Board that should be filled to ensure arts and culture are part of regular discussions.

OTHER UPDATES

Cory Bluhm announced that Aura Hertzog has been hired to fill the Manager of Downtown Development & Innovation role. Mr. Bluhm added that Ms. Hertzog will fill the Economic Development role on the Board and attend her first meeting with him in September.

ADJOURNMENT

Moved by Julie Phillips, seconded by Jessica Toomer
"That the meeting adjourn."

Carried Unanimously