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| |  |  | | --- | --- | |  | August 26, 2020  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, Councillor Debbie Chapman, Councillor Sarah Marsh, Benjamin Mathew**,** Cory Bluhm, Cst. James Mitchell and Julie Phillips.

**Regrets:** Mayor Berry Vrbanovic, Kathy Crossley and Michael Rederer.

**Recorder:** Stefanie Golling

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

**APPROVAL OF AGENDA/DECLARARION OF CONFLICTS**

*Moved by Phong Tran, seconded by Erika Holenski*

“That the Board approve the August 26, 2020 agenda, with the adjustments as noted.”

**Carried Unanimously**

**APPROVAL OF MINUTES**

*Moved by Cara Watson, seconded by Councillor Sarah Marsh*

“That the Board approve the June 2020 and August 2020 meeting minutes.”

**Carried Unanimously**

**WRPS UPDATE**

Cst. James Mitchell provided an update on the following:

* Mental health and alcohol consumption around extended patios.
* Cst. Mitchell and his Superintendent are drafting a plan with the core team for the next few weeks. Businesses will see an increased police presence during the hours of 4:00pm-10:00pm.
* Reminder to call dispatch with safety concerns.

Linda Jutzi added that the Working Centre is having trouble reforming the Downtown Discovery Team. Due to these challenges, they will need a bit more time. Staff are primarily working 6:00pm-9:00pm on evenings with live music.

**Q2 FINANCIAL UPDATE**

Phong Tran provided an overview of the second quarter financial reports.

*Moved by Councillor Debbie Chapman, seconded by Councillor Sarah Marsh*

“That the Board approve the Q2 Financial Statements as presented by Phong Tran.”

**Carried Unanimously**

**STRATEGIC PLANNING FOR YEAR ENDING 2020**

Linda Jutzi reminded Directors of the edits reviewed and suggested at the last Board meeting.

The Governance Committee, with council from our Lawyer - Ross Weber, will develop a way to present this information to the membership in an online vote.

*Moved by Julie Phillips, seconded by Phong Tran*

“That the Board approve the document to present the process at the September Board Meeting.”

**Carried Unanimously**

**Action item:** Linda Jutzi to yellow highlight changes to the Organizational Bylaw when sending out to the membership for review.

**TOWN HALL 2020**

Linda Jutzi shared that the budget process she created in previous years that allowed for a final DRAFT for the October Town Hall with membership needed to change this year. Given COVID and the unknowns around restrictions it is premature to plan 2021. Ms. Jutzi is proposing that she prepare a budget with variations and Board input and send it to Council in November/December. Council will be informed that the annual membership Town Hall in October was postponed to allow for small group sessions with the membership. The small group sessions will be conducted with a representative from Economic Development, a Board Director, Linda Jutzi and a secretary for minutes. This allows for a smaller gatherings, members of like industry that share similar issues, and an opportunity for feedback following a difficult 2020.

Directors shared the following feedback and suggestions:

* Review this proposed process with our Lawyer to ensure we are in line with the Organizational Bylaw.
* Make note to Council that “the budget timing shifted with Board approval”
* Levy rate should be approved by Council before year-end. Confirm 2021 amount with City of Kitchener – Finance Department.
* The modified approach of small group sessions allows for members to feel comfortable when sharing feedback.
* Set bucket amounts with the understanding that amounts may change due to COVID-19.
* Seek feedback by being open and transparent.

***Motion deferred to e-vote***

“Not withstanding section 9.5 - Annual Member Meetings of the Organization Bylaw: Due to COVID-19 the Downtown Kitchener BIA will be conducting small group sessions with interested members, including the Economic Development Department of the City of Kitchener. A larger Town Hall Meeting will take place in early 2021. Notifications will be posted on Constant Contact in September 2020 to advise members of the opportunity to participate.”

***Motion reached quorum on Monday September 14, 2020***

**OCTOBER – DECEMBER PROGRAMMING**

**Art Project 2020**

Linda Jutzi provided an update on the Art Project 2020 and shared the importance of leveraging this investment. Ms. Jutzi proposed that every Saturday (for 4-weeks) beginning in late September, the BIA team would program within the Ontario Street road closure. Programming would focus on promoting the Art Project and include Downtown Dollar giveaways to support the businesses. $5,000 Downtown Dollars (in $25 increments) will be distributed through spin the wheel each weekend, in addition to the Art Walk Book.

Directors shared the following feedback and suggestions:

* Could we include a hut to sell pumpkins?
* Are there any additional costs to this programming?
  + Between staff, and Downtown Ambassador (Susan Coolen) we could manage the hours. There should not be any costs aside from event labour.
* Could we encourage people to sign up for our monthly newsletter at the booth?

Ms. Jutzi added that the Art Walk Book will be delivered to both bookstores and the Kitchener Market. Staff will also work with Bell Media to create a commercial for CTV to promote the Art Walk.

*Moved by Phong Tran, seconded by Erika Holenski*

“That $20,000 Downtown Dollars be allocated towards spin the wheel prizing for the Art Project, and additional funding in marketing.”

**Carried Unanimously**

**Kitchener-Waterloo Oktoberfest**

Ms. Jutzi shared that the funds initially allocated have not all been used for 2020 programming. This year staff did not commit to sponsorship but have purchased gift cards/certificates from businesses and placed Downtown Dollars towards prizing at the annual golf tournament.

**Christkindl Market & Holiday Programming**

Linda Jutzi shared a brief update on the Christkindl Market, and the desire to allot funding towards Christmas programming Downtown.

Cory Bluhm noted that no final decisions have been made for the Christkindl Market. Staff are looking at various options; recognizing it will be very different than what we are used to. Additionally, there is interest in looking at full holiday programming, including the possibility of having activation and artisan vendors utilize fill vacant spaces. Staff are still in the early stages of what this may look like but would be very happy to work the BIA on what comes.

**OTHER BUSINESS**

Cory Bluhm shared that at the September Board Meeting the City would like to present information for feedback on digital display signage. Planning staff are currently doing research for this to share the pros and cons for a fulsome discussion.

**ADJOURNMNT**

*Moved by Phong Tran, seconded by Cara Watson.*

“That the meeting adjourn.”

**Carried Unanimously**