



January 26, 2022
8:30 a.m. – 10:30 a.m.
Zoom Meeting

BOARD OF DIRECTORS • MEETING MINUTES

Present: Linda Jutzi, Darryl Moore, Erika Holenski, Cara Watson, Councillor Debbie Chapman, Rebecca Coker, Councillor Sarah Marsh, Darren Becks, Julie Phillips, Phong Tran, Benjamin Mathew, and Sgt. Kelly Prebble.
Regrets: Mayor Berry Vrbanovic and Michael Rederer
Recorder: Stefanie Golling

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

APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

Darryl Moore welcomed Rebecca Coker as a new Director to the Board.

Moved by Julie Phillips, seconded by Benjamin Mathews
"That the Board approves the agenda."

Carried Unanimously

APPROVAL OF MINUTES

Moved by Cara Watson, seconded by Erika Holenski
"That the Board approves the November 24, 2021, meeting minutes."

Carried Unanimously

WRPS UPDATE

Sgt. Kelly Prebble provided the Board with the following updates:

- Using the BIA's geographical area, Sgt. Prebble shared stats from 2019 and 2021:

Type of Call	2019 to end of 2021
Drug calls (trafficking, procession, found)	60% decrease
Unwanted person	52% increase
Mental health	Has remained fairly consistent

- WRPS needs to move away from the Slack App as they need to have data for analysis. Calls should be placed to dispatch.

- Foot patrol is working on a need's basis.
- A plan is being developed to speak to foot and bike patrol downtown.
- Sgt. Prebble has made a note for Divisions to monitor issues around patio season (once open). Specifically, during the hours of 4:00 p.m.-9:00 p.m.

Director comments/feedback:

- Beyond the fact that WRPS is having issues, we know that foot patrol made a difference, and with no Slack app, there will be additional problems. We are asking for partnership – let's keep in touch, stay on it, and resolve these issues.
 - There are a lot of conversations and things happening behind the scenes, and it's trying to get things centralized. As things ramp up, we will try and stay on top of it.
- Sgt. Prebble noted that businesses could report online if they do not have time to call in to dispatch. Online reporting will also allow WRPS to see if there are trends.
 - If we go with the need to report all the time, the reporting system needs to be simpler and faster.
- Are we saying the Slack app will never be used, and a decision has been made to cut it off?
 - Send an email to Cst. Lee Elliott rather than the Slack app for a response. Cst. Elliott is in Tuesday to Friday.
 - **(Action item)** BIA staff to develop messaging to share with the membership.

Sgt. Kelly Prebble left the meeting.

Further discussion:

- Would it be helpful if the BIA regularly sent a standardized letter to WRPS with examples from two businesses? We should see if that gets any attention or attraction; businesses cannot do the online reporting.
- Many businesses have given up, as they cannot stay on hold for 30+ minutes. It doesn't make sense for a business owner. This is where the Slack app works really well; however, I understand that it does not make sense when we do not have dedicated officers.
- Maybe through comments on the Slack app, we can create a letter to WRPS.
- Are statistics down because what we were doing was working?
- Our business does not use dispatch. The Slack app was a great tool for reporting trends, but it is pointless if it is not being monitored.

(Action item) Linda Jutzi will come back with a template to update WRPS regularly.

LAUNCHING 2022

Linda Jutzi thanked the Board for all their time as volunteer Directors of the BIA and expressed a positive welcome for 2022. Ms. Jutzi highlighted the following:

- Understanding that the pandemic would continue to affect our small business community into the New Year, Ms. Jutzi felt it is worth starting our year together by reminding ourselves what is great about downtown and the advantages we have coming out of a very tough two years.
- There was a recent article in the Waterloo Region Record about commercial vacancy rates. The article stated that commercial real estate studies show downtown office vacancy of 27 percent, and second only to Calgary's 33 percent. If we focus on this single piece of data, it doesn't sound good. There is more to be understood about statistics like this. After speaking with Darren Becks, Ms. Jutzi shared that they have an idea of someone who may come to the Board meeting in the coming months to help Directors understand the details behind these numbers. While the technology industry will adapt to a certain hybrid model for working between home and the office, many people will want to be back in an office setting around people, out on the street during lunch hour when the weather is good, picking up coffees and supporting our businesses. Additionally, we will see a residential boom that will assist with more people on our streets - shopping and eating over the next three years.
- During some recent OBIAA meetings and conversations with other Executive Directors, many BIA's have struggled with a high staff turnover. A small team atmosphere can be challenging, especially when working remotely during a pandemic. Our BIA is being called trendsetters and has others reaching out and asking how we executed some of our programs. We are fortunate in Kitchener to have a high-functioning team consisting of staff with anywhere from 7 to 11 years of experience with downtown.
- Through the execution of new programs, we were able to submit invoices and apply to the 2021 My Main Street grant. Ms. Jutzi thanked the Board for giving us the go-ahead to do this during a time when many others had very little to submit.
- 2022 was to be a year to address a change in priorities but given what we heard from the membership back in October, members shared that they want us to stay on course with beautification, cleanliness, and advocacy for safety.

- Ms. Jutzi wanted to acknowledge a good collaborative relationship with Operations, and that credit for this goes to Darren Becks. Mr. Becks was instrumental in ensuring the patio program was a success.
- Lastly, Ms. Jutzi wanted to assure the Board that we are ready for this year, and when change needs to happen, she is confident that this team can and has proven to pivot when there is change and need to deliver new programs.

MY MAIN STREET GRANTS

Linda Jutzi shared an update and overview of the 2021/2022 My Main Street grant funding.

2021

- 2021 submission required all expenses to be spent between June 8th and December 31st.
- Our three submissions received 100% approval of approximately \$360,000 in funding.
- Deadline for final reporting, including proof of expenses is due on February 1st, 2022. This report must include:
 - A copy and tracking of all paid invoices, as well as cheque numbers for payments.
 - Reporting on challenges, learning lessons and unexpected outcomes.
 - Back up photography of programs.
 - Examples of social media and links to all programs online.
 - As well as statistics on how our programs impacted the community we serve.
- My Main Street commits to funds being in our account within 30 days of submitting the reports (March 1st, 2022).

2022

- Announcement that phase II would open in January 2022 for another round of funding.
- New submissions are due on February 1st, 2022.
- This grant allows for projects where spending takes place from January 1 to December 31, 2022.
- My Main Street commits to informing applicants by March 15th on the status of our new submissions.
- Successful applicants will be required to follow a similar back-up document process, which includes invoicing, reporting, photography, social media and impacts.

- Funds, if approved, for 2022 submissions will be eligible for 25% deposits up front.
- Full payments will be in our account in 30 days or less following the completion of the event/program.

What we applied for in 2021		What we are applying for in 2022	
Patio Program	\$250,000	Patio Program	\$250,000
DTK Art Walk	\$29,135	DTK Art Walk	\$200,000
Holiday Programming	\$89,500	Sip of Summer Patio Launch Party	\$105,000
Total funding approved	\$368,635	Total funding requested	\$555,000

Director questions and comments:

- Given that the pool of money is \$23M, how much can each program apply for?
 - Each application request for funding can be up to \$250,000.
- Do you worry being recipients of 2021 funding will put us at the bottom of funders for this year?
 - There will be many more applications in 2022, but Ms. Jutzi remains positive.
- Our cash flow is healthy; it would be appropriate to go back to the membership.
- Some of the capital reserve funds were used for the Queen Street Project and the first wave of the pandemic. Our cash flow is looking strong—a recommendation to put into a reserve fund.
 - Recommendation to change the word from "capital", suggesting a different line item name for auditing purposes.
- This is a large sum of money. We need to be very transparent with the membership when it comes in and where it goes. We need to keep tabs on the funds all the way through.
 - We had the money allocated in our budget already; instead of using our money – we used grant money.
- We need to clarify to the membership what money is being put aside.

Action item: When Ms. Jutzi meets with KPMG ask for recommendations on how we show this on the books.

Q4 Financial Report

Treasurer, Phong Tran provided an overview of the 2021 fourth quarter financials. Mr. Tran indicated we have a strong cash flow but should continue to keep an eye on it.

(Action item) Phong Tran to adjust under Heart Felt Urban Experience.

Moved by Julie Phillips, seconded by Erika Holenski

"That the Board approves the Q4 Financials, as presented by Phong Tran."

Carried Unanimously

BOARD UPDATES

Within the Board package, Linda Jutzi shared an update on the 2022 Spring Publication, 2022 TD Kitchener Blues Festival, and the Patio Program. Following, Ms. Jutzi added further comment and opened for discussion to the Board.

Patio Program

- Ms. Jutzi explained that together with the City of Kitchener and Pop-up Street Patios, the BIA has started meeting and planning for the 2022 patio season. The team is really excited to push this project forward and would like to acknowledge the City for the amazing cooperation, and Darren Becks for really helping to push this through.
- Pop-up Street Patios is currently testing a fabric for the new sails; and a sample will be sent to Ms. Jutzi before proceeding. The BIA is excited to provide new and existing patios with the improved sails.
- The BIA is currently in discussion about leaving the patios up year-round. This would remove the annual install cost, however there would be some operations risks. Ms. Jutzi committed to bringing more information back to the Board in a few months.
- New patio furniture has been ordered for the patios.

Director questions/comments:

- With the new patio furniture investment are there plans to sell the old furniture?
 - Much of the old patio furniture is in poor shape. **(Action item)** Ms. Jutzi commits to bringing back a furniture overview on what is in good vs. bad shape.
- The city is looking to streamline the online patio licensing renewal processing. It is currently in testing.

TD Kitchener Blues Festival

- The TD Kitchener Blues Festival is making assumptions that 2022 will be a full-on festival. Ms. Jutzi confirmed with the festival that funding will be available within our 2022 budget; however, the organizers are asking for additional funds for the 20th anniversary. **(Action item)** Ms. Jutzi will bring this request back to the Board for consideration in February.

2022 Spring Publication

- Ms. Jutzi shared that this publication is not Own It Magazine but will be the same quality. The purpose is to link people around us (and that are moving in) with a welcome package, connection piece, and an opportunity to provide business advertising. This publication will be a great intro to anyone moving into the core.

- The publication is scheduled to launch in May/June 2022.

Director questions/comments:

- Is the BIA paying for this advertising template?
 - As of today, there are no costs. We will control the format and look to ensure a long shelf life. Every business would have the opportunity to include a 40 to 80-word description.
- Will there be photographers to highlight the businesses?
 - Staff person, Curtis Grimba, will be able to assist with this.
- It is incumbent on us as the BIA to tap on the shoulders and approach businesses if they did not receive the opportunity. The publication should be diverse and inclusive.
 - The team has already had discussions on this and have started a spreadsheet. Perhaps the My Main Street Consultant could help with this as well.
 - Board Directors could help also.
- Are advertising opportunities only available to members of the BIA?
 - Yes.
- In the events section are we highlighting smaller events as well?
 - Yes, a positive event is worth sharing.
- Can we add somewhere "Pass it on" so people do not toss it? How many are we printing and how strict are we being?
 - We are working with a Canada Post agent to determine distribution based on postal code. Great idea – we will share with the team the "Pass it on" piece.
- I recommend working with the city on neighbourhood areas that are most likely to come out and participate.

CITY OF KITCHENER – VISION FOR DOWNTOWN KITCHENER

Darren Becks shared a presentation providing an overview of the community-led vision to shape Downtown Kitchener post-pandemic. Within the presentation, Mr. Becks cover the following:

Why now?

- Support economic recovery for downtown businesses.
- A new residential community is forming.
- Bring DTK and spaces back to life.
- Housing crisis and development pressure.
- Societal awakening (climate, equality, etc.).
- Major city and regional investments planned.

Working with key stakeholders:

- Downtown Kitchener BIA and Downtown Action Advisory Committee
 - Active as sounding boards for the vision and principles.
 - Provide feedback at critical points in the process.
- Downtown Action Advisory Committee
 - Direct collaboration with the steering committee and the engagement consultant on the five broad consultations.

Community-led vision:

- Downtown community working group
 - a) to develop a DTK vision and guiding principles through a series of workshops.
 - b) to guide and shape the broader community engagement.
- Hands on community engagements
 - Opportunities for the community to engage directly in visioning exercises.
- 12 themed engagements + 5 broad engagements
 - Mixture of consultation methods.

Meeting Overview:

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| 1. Growth | 8. Events, animation, and street life |
| 2. Housing | 9. Climate and environmental leadership |
| 3. Neighbourhood | 10. Equity |
| 4. Supporting existing businesses and recovery (1-4 years) | 11. Safety and security |
| 5. Business imagine forward (5-10 years) | 12. TBD |
| 6. Movement of people and goods | 13. to 17. Broad community engagement |
| 7. Public spaces | |

Project Leaders:

- Project Sponsor: GM Development Services
- Project Directors: Director Economic Development, Director of Planning
- Project Leads: Manager of Downtown Development and Innovation, Manager of Policy and Research
- Internal Leadership Group: Director of Transportation Services, Director of Parks & Cemeteries, Director of Sport, Director, Strategy and Corporate Performance, Manager of Community Centres, Corporate Communications & Marketing, Manager of Special Events
- Project Steering Committee: Project Sponsor, Project Directors, Project Leads
- Community Engagement Consultant
- Downtown Community Working Group: 25-30 community members
- Staff Working Team: Economic Development Staff, Communications staff
- Council engagement at key milestones

- Broad Community Engagement (including Kitchener Advisory Committees)
- Subject Matter Experts: Planning, Equity Anti-Racism and Indigenous Initiatives, Neighbourhood Development Office, Transportation Planning, Economic Development, Parks and Cemeteries, Bylaw Enforcement, Downtown Kitchener BIA, Corporate Sustainability Officer, Region of Waterloo, Communitech, Waterloo Region Police Services.

Downtown Community Working Group:

- Academic (1)
- Arts and Culture Representative (artist/institution) (1)
- Business Owner - Hospitality and Night Life (1), Office and services (1), Restaurant (1), Retail (1)
- Climate/Sustainability Professional (1)
- Developer/Land or Building Owners – Commercial (1)
- Developer/Landowner – Residential (1)
- Executive Director, Downtown Kitchener BIA (1)
- Planner/Architect (1)
- Post-Secondary – Downtown Campus (1)
- Post-Secondary – Student (1)
- Representative – Street involved/lived experience (1), Underrepresented populations (2)
- Resident-at-large/ Suburban resident (2)
- Social services – downtown agency (1), housing (1)
- 1 Resident-at-Large per Downtown Neighbourhood (9): Downtown, Mount Hope Breithaupt Park, KW Hospital, Cherry Hill, Victoria Park, Cedar Hill, King Street East, Central Frederick, and Civic Centre.

Staff are working with EDI group on how they can establish an application process. This will allow the committee to be representative of the community.

What is next for BIA?

- City will initiate process to engage a consultant
- Call for members on DCWG (opportunity for BIA to communicate to its members)
- ED will participate on DCWG
- Next discussion with the Board will likely be when engagement plan has been built out

Questions/comments from the Board:

- Is this group completely different to DAAC?
 - Yes.
- How many paid positions will there be?
 - The group will be volunteer. Consultants will be paid.

- Once the objective has been met, will this group dissolve in 18-months?
 - Have not thought about post deliverables but would be subject to Council approval. Mr. Becks anticipates spin off work.
- For the Downtown Kitchener BIA engagement piece, are the Councillors automatically considered a part of those numbers? Are they automatically included?
 - This is community driven; the bulk of the work is from the community.

OTHER BUSINESS

Moved by Phong Tran, seconded by Cara Watson

"That the Board move in-camera."

Carried Unanimously

Moved by Phong Tran, seconded by Erika Holenski

"That the Board move out of camera."

Carried Unanimously

ADJOURNMENT

Moved by Rebecca Coker, seconded by Benjamin Mathew

"That the meeting adjourn."

Carried Unanimously