



May 22, 2019
8:30 a.m. – 10:30 a.m.
City of Kitchener
200 King Street West
Conestoga Room

BOARD OF DIRECTORS • MEETING MINUTES

Present: Linda Jutzi, Darryl Moore, Erika Holenski, Meaghan Hawkins, Cara Watson, Julie Phillips, Shirley Madill, Hilary Abel, Phong Tran, Councillor Debbie Chapman, Kyle Cleaver, Councillor Sarah Marsh, Mayor Berry Vrbanovic, Cory Bluhm, Craig Haney, and Kathy Crossley

Regrets: Michael Rederer and Cst. James Mitchell

Guest(s): Dale Percival, KPMG

Recorder: Stefanie Golling

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

Mayor Berry Vrbanovic, Craig Haney and Cory Bluhm joined the meeting (8:32 a.m.)

APPROVAL OF AGENDA/DECLARATION OF CONFLICTS

Moved by Councillor Sarah Marsh, seconded by Phong Tran

“That the Board approve the May 22, 2019 meeting agenda with the necessary adjustments.”

Carried Unanimously

No conflict of interest was declared by any member of the Board at this time.

APPROVAL OF MINUTES

Moved by Councillor Debbie Chapman, seconded by Julie Phillips

“That the Board approve the March 27, 2019 meeting minutes.”

Carried Unanimously

APPROVAL OF FINANCIALS

Phong Tran provided an update on the March Financials.

Dale Percival joined the meeting (8:38 a.m.)

Moved by Craig Haney, seconded by Erika Holenski

“That the Board approve the March 2019 Financial Statements.”

Carried Unanimously

KPMG AUDIT

Dale Percival provided an overview of the 2018 Financial Audit completed by KPMG.

Craig Haney inquired if the DTKBIA is required to do a full audit, or if a *Notice to Reader* is permitted. Mr. Percival confirmed all BIA's are required to complete a full financial audit.

Moved by Phong Tran, seconded by Craig Haney

“That the Board accept the 2018 Audited Financial statements as presented by Dale Percival.”

Carried Unanimously

Action item: Linda Jutzi to send a signed copy of the audit to the City of Kitchener, and KPMG.

Dale Percival left the meeting (8:46 a.m.)

CITY OF KITCHENER - ECONOMIC DEVELOPMENT UPDATE

Queen Street Project

Hilary Abel shared that the Queen Street Project is delayed until next year. The City of Kitchener plans to reissue the project in November and start construction in the Spring. Ms. Abel noted that underground work and resurfacing of Goudies Lane may fit into another project at the end of this summer (2019).

Linda Jutzi raised concerns regarding the sidewalk on Queen Street and inquired if there is anything that can be done along the strip near The Walper Hotel and Living Fresh. Ms. Abel shared that she is waiting on an email from a nearby business and intends to share this with the appropriate City staff.

Erika Holenski inquired about Vogelsang Green, and if there would be signage acknowledging this area was funded by the businesses of the DTKBIA. Ms. Abel shared signage is typically part of the final touches but will verify.

Action item: Cory Bluhm/Hilary Abel to circulate Queen Street Project plans/drawings.

Action item: Hilary Abel to request signage formally recognizing businesses of the DTKBIA.

Homelessness Memorial

Hilary Abel shared a brief update on the Homelessness memorial proposal.

Provincial Funding Projects

The City of Kitchener received \$250,000 in provincial funding. Staff circulated a list of concepts to partners, including the DTKBIA with ideas.

A portion of the funding will be used towards:

- Planters
- Signage
- (10) Bicycle Bike Racks
- (20) Downtown Umbrellas
- Picnic Tables (\$20,000 investment)
 - 14 tables made of recycled plastic
 - Tables have a 25-year warranty
 - Weigh approximately 350lbs per piece
 - Tables will be cleaned and maintained by seasonal students 3X per day
 - The manufacturer says the tables are graffiti resistant, but the City of Kitchener has purchased replacement parts
 - Discovery Team to connect with people
- King-East Placemaking (\$40,000 investment)
 - String lights along King-East
 - Planters to create a green space

Action Item: Hilary Abel to explore moving costs, as well as alternative locations throughout the core.

ION LAUNCH PARTY – SIGHTS & LIGHTS

The Downtown Kitchener BIA and Uptown Waterloo BIA collaborated for the ION Launch Party - Sights and Lights scheduled to take place on Saturday June 22. Marketing materials were created by DTKBIA staff, with the intent to have one cohesive brand that can be used among all three parties (DTKBIA, Uptown Waterloo and the Region of Waterloo).

Linda Jutzi highlighted the following updates:

- Event programming - noon to 10:00pm
- Staff partnered with event organizers to activate the core
 - TD Kitchener Blues Festival will provide live entertainment on Carl Zehr Square.
 - Kitchener-Waterloo Oktoberfest plan to bring out Mrs. Oktoberfest, Ms. Oktoberfest, Bavarian food, and license a space on Frederick street with a small beer garden.
 - Christkindl Market intend to bring down the huts and celebrate Christmas in June.
 - Queen Street Yoga activation (anticipated area near King/Queen).
- KW Multicultural Festival also scheduled to take place on the same date.
- Family friendly scavenger hunt connecting Uptown and Downtown.
- King/Victoria station currently does not have any programming.
- BIA Staff looking for 60+ volunteer Ambassadors to assist with directing attendees to programming and businesses. Volunteers will receive Downtown Dollars as an appreciation.
 - Julie Phillips shared that BBBS has found great success searching for volunteers using Kijiji or the Volunteer Action Centre.

- Downtown businesses are being encouraged to develop a menu item (food/drink) specific to the launch of the ION. In addition to this, businesses are also encouraged to have staff members outside of their establishment to welcome guests walking by.
- The BIA will distribute Downtown Dollars (\$5) throughout the duration of the event. Dollars to be stamped “valid after” date.

Darryl Moore inquired if businesses can have their staff volunteer and distribute gift certificates. The Board discussed whether or not this would be a conflict. It was decided that if the certificates were bundled this would not be a conflict.

Action item: Board Directors to email Linda Jutzi if available to volunteer at Sights & Lights ION Launch Event.

INCAMERA

Kathy Crossley and Stefanie Golling left the meeting (9:32 a.m.)

Moved by Julie Phillips, seconded by Phong Tran

“That the Board enter an in-camera session.”

Carried Unanimously

Moved by Phong Tran, seconded by Councillor Debbie Chapman

“That the Board leave the in-camera session.”

Carried Unanimously

Kathy Crossley and Stefanie Golling joined the meeting (10:11 a.m.)

OTHER BUSINESS

- The Board agreed to move the surplus conversation to the June agenda. Linda Jutzi reminded the Board that it was agreed to keep 10% of the annual budget in a reserve. At the June meeting Ms. Jutzi would like Directors to come back with some ideas on how to use these funds.
- This Tuesday May 28th is the Spring Member Social from 6:00 p.m. to 8:00 p.m. The member event will focus on the Downtown Waste Diversion Pilot Program scheduled to launch this summer.
- Thursday June 20th is the annual DTK Patio Crawl, and True North Conference. Hilary Abel shared that similar to last year the street will be closed from Water to Queen, with a concert at City Hall. There will also be on street activation including: human recharge station, holistic vendors, programming at 44 Gaukel, Social Enterprise talk on the 10th floor, and golden hour yoga. This year’s event theme is *Repairing Tech Addiction*.

Mayor Berry Vrbanovic and Councillor Debbie Chapman left the meeting (10:18 a.m.)

- Ms. Jutzi shared that the Marketing & Events Committee will continue to report on events. These reports will help to better understand attendance and how programming/activation works. Ms. Jutzi asked the Board to reach out if willing to visit Downtown activation.
- Darryl Moore shared an update on Elements, and headlining talent for Oktoberfest.

Action Item: Stefanie Golling to recirculate living document of ideas.

ADJOURNMENT

Moved by Phong Tran, seconded by Cara Watson

“That the meeting adjourn.”

Carried Unanimously