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|  | May 27, 20208:30 a.m. – 10:30 a.m.Zoom |
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**BOARD OF DIRECTORS • MEETING MINUTES**

**Present:** Linda Jutzi, Darryl Moore, Erika Holenski, Phong Tran, Cara Watson, Councillor Debbie Chapman, Cory Bluhm, Councillor Sarah Marsh, Cst. James Mitchell, Julie Phillips, and Michael Rederer.

**Regrets:** Kathy Crossley, Benjamin Mathew, and Mayor Berry Vrbanovic.

**Guests:** Shirley Madill

**Recorder:** Stefanie Golling

The meeting began at 8:32 a.m., with Darryl Moore as Chair.

**APPROVAL OF AGENDA/DECLARARION OF CONFLICTS**

*Moved by Phong Tran, seconded by Cara Watson*

“That the Board approve the May 27, 2020 agenda.”

**Carried Unanimously**

**APPROVAL OF MINUTES**

*Moved by Julie Phillips, seconded by Councillor Debbie Chapman*

“That the Board approve the April 22, 2020 meeting minutes.”

**Carried Unanimously**

*Moved by Phong Tran, seconded by Erika Holenski*

“That the Board approve the May 6, 2020 meeting minutes.”

**Carried Unanimously**

**WRPS UPDATE**

Cst. James Mitchell provided the following updates:

* Feedback provided by WRPS regarding King Street road closure.
* City Hall washrooms closing for 5+ weeks.
* The Charles Street Terminal has new hours: 4:00 p.m. to 9:00 p.m.
	+ Original hours were 9:00 a.m. to 11:00 p.m., 7-days a week.
	+ St. Johns Kitchen is now open during the day.
	+ YMCA is also open.
	+ Due to the change in hours at the Charles Street Terminal, we may see an increase of people in other places around Downtown, i.e. Victoria Park, Halls Lane, etc.
* Currently there is no place for unsheltered individuals to go during the early afternoon to later in the day (approximately 1:00 p.m. to 8:00 p.m.).
	+ Ray of Hope is willing to assist, however do not have the funding or staff to currently to maintain.

Linda Jutzi shared that the Federal Government has provided funding to the United Way and Community Foundation. These funds will be used in a grant process and shared throughout various applicant communities.

**THE WORKING CENTRE**

Linda Jutzi shared an update from the Working Centre regarding BIA funded programs.

**Downtown Organic Waste Diversion**

* This program will remain on pause.
* Program received an award for “Breakthrough Program” through Sustainable Waterloo Region. Ms. Jutzi will be on the Mike Farwell show to discuss the program on June 16.

**Keeping Downtown Clean**

* Street Sweeping – will return once safe to do so, and there is a need.
* Waste Collection – identified as low priority.

**Discovery Team**

* Working on logistics (social distancing and hours) to bring back team.

**Pedestrian Friendly King Street Horticultural Spend**

Cory Bluhm introduced Teagan McKenna, who will be supporting the City of Kitchener Downtown Economic Development team. Ms. McKenna will be leading the *Pedestrian Friendly King Street* Project, and presented the following information to the Board:

**Proposal**

To expand pedestrian space on King Street in Downtown Kitchener by restricting vehicle access along certain areas of King Street from June-August during the Province of Ontario’s Phase 2 response to COVID-19; for increased physical distancing measures and extended patio spaces and storefronts for the re-opening of main street businesses – creating more community vibrancy as residents reclaim their downtown neighbourhood in the safest way possible.

**Rationale**

Primary Rationale:

* Residents and visitors provided more space/walking area to comply with physical distancing measures
* Support local downtown business and promote recovery

**Pedestrian-Expanded King Street: Staged Approach**

Under the guidance of our Regional Health Department and in compliance with social distancing measures and recommendations, staff are proposing a staged approach to the closure of King Street. Movement between stages will only occur when is has been deemed safe to do so, ensuring the health and safety of the public, area businesses, and staff will be a top priority.

**Stage 1- Patio Installation**

* DTK Banners across King St and side streets (May 22)
* Extended delineated patios for businesses
* Downtown beautification repurposing some of the money that would have typically gone towards horticulture (CAFKA and 1-2 signature murals). Additionally, the City is giving $10,000 for a partnership with the BIA and James Nye, focusing on street and sidewalk art, allowing the BIA to move swiftly the process

**Stage 2- Pedestrian Expanded King Street**

* Parking blockades delineating cross streets (Young-Ontario)
* One accessible lane for EMS and sanitation coordination
* Dedicated “pick-up only” parking spaces for curbside pick-up/meal delivery services (15-minute parking permitted)

 **Stage 3- Street Enhancements TBD**

* Picnic tables (12 coloured tables, 6 wood)
* Sanitation staff maintaining the area from 12pm-7pm (operational hours TBD)
* Potential for solo performances to be evaluated (passive programming)

**Stage 4- Extension of Pedestrian space and extended duration of closure**

* Additional weeks added to closure
* Evaluate further closure east of Ontario Street (Ontario- Queen)

**Stage 5- Further animation of public space**

* Additional bistro sets for seating
* Solo performances
* Social distancing activities/programming, etc.

**Board Discussion:**

* The City of Kitchener will move $25,000 in funding from horticulture towards Downtown initiatives.
	+ $15,000 will be redeployed to install two murals through CAFKA, the remaining $10,000 will be used towards a partnership with James Nye and the BIA to paint on the sidewalk.
* City staff will bring seasonal planters down and set into place. The BIA team will coordinate and purchase the flowers.
* City owned patio furniture will not go out until staff are available.
	+ Furniture will need to be maintained and monitored.

**MARKETING UPDATE**

Linda Jutzi provided a marketing and branding plan update.

* We need to focus our efforts on facilitating new events and services that are safe and practical.
* Employ a new marketing strategy that allows for adaption due to COVID-19.
* A marketing campaign that celebrates the opening of Downtown. The heart of the city, and the resurgence of people, business, and growth. The campaign should:
	+ Be a dial approach, not a switch.
	+ Align with the art project.
	+ Align with the phases of re-opening that will be presented by our government.
	+ Align with closure of King Street and the restricting of patios.
	+ Have a multi-media approach with possibilities for radio and television.
* Expanding on the already strong marketing collateral that has given DTK the look and feel that is known throughout the Region.
	+ Understanding the current state, it is not ideal to introduce a new brand.
	+ This is however a perfect time to evolve on an already strong connection.
	+ Leverage the brand we’ve built and evolve on it.
	+ People are looking to brands that offer a sense of familiarity and normalcy; brands that have resonated and impacted their way of life at some point and time.

**ART PROJECT 2020**

Guest, Shirley Madill presented the Art Project 2020 - a project collaboration with the Downtown Kitchener BIA.

Project overview:

* Artist(s) submit artwork > staff coordinate printing of artwork > contractor insert into custom steel frame and install.
	+ Art submissions can include muralists, photographers, and other art groups.
* Artwork can change each year or stay indefinitely.
	+ Possibility of creating an event each year in the Spring/Summer by providing new opportunities to artists.
* Given the timeline, the process will be part curatorial. All art will be reviewed by a panel of qualified KWAG staff. The staff will focus on connecting with the art community, as well as ensuring diversity and culture is represented.
* Locations selected are privately owned buildings (not City owned), and are spread throughout the Downtown.
* The total cost for the project is estimated to cost $125,000. This includes 10 exterior, and 10 interior locations.

**REVISED 2020 BUSINESS CONTINUITY BUDGET**

Linda Jutzi presented the revised Business Continuity Budget for 2020. Ms. Jutzi asked the Board to approve spending towards the Art Project 2020 initiative in collaboration with the Kitchener-Waterloo Art Gallery.

*Mo**ved by Erika Holenski*

“A motion to approve a maximum of $125,000 towards the Art Project 2020 in partnership with Kitchener-Waterloo Art Gallery.”

**Motion deferral**

After further discussion due to the sizable spending amount, the Board agreed to vote later electronically following the distribution of a summary from staff.

**Action item:** Linda Jutzi to provide Board Directors with a summary of the Art Project.

**Action item:** Move deferred motion to electronic vote by Friday May 29th at 4:00pm.

**OTHER BUSINESS**

* Director, Kathy Crossley from Libro Credit Union has joined the Finance Committee.
* Director, Cara Watson will be filling the Secretary position.

*Moved by Councillor Sarah Marsh, seconded by Phong Tran*

“Cara Watson will fill the position of Board Secretary.”

**Carried Unanimously**

* The City of Kitchener is hoping to open the Kitchener Market in June.
* Brief discussion on expanding liquor licensing in public spaces.

**ADJOURNMENT**

*Moved by Phong Tran, seconded by Erika Holenski*

“That the meeting adjourn.”

**Carried Unanimously**

**ELECTRONIC VOTE – THE ART PROJECT 2020**

On May 28, the Board received a detail report of information regarding the Art Project 2020. Directors were asked to vote on the deferred motion from the May 27 Board Meeting.

*Moved by Erika Holenski*

“A motion to approve a maximum spend of $125,000 towards the Art Project 2020 in partnership with Kitchener-Waterloo Art Gallery.”

**Carried Unanimously electronically on June 1, 2020**

**Votes received:** Councillor Debbie Chapman, Julie Phillips, Darryl Moore, Phong Tran, Cara Watson, Kathy Crossley, Mike Rederer and Erika Holenski.