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| |  |  | | --- | --- | |  | April 22, 2020  8:30 a.m. – 10:30 a.m. Zoom | |  | |  |  | |

**BOARD OF DIRECTORS • MEETING MINUTES**

**Present:** Linda Jutzi, Darryl Moore, Erika Holenski, Phong Tran, Cara Watson, Hilary Abel, Councillor Debbie Chapman, Kathy Crossley, Cory Bluhm, Julie Phillips, Councillor Sarah Marsh, Benjamin Mathew, Mayor Berry Vrbanovic and Cst. James Mitchell.

**Regrets:** Michael Rederer

**Recorder:** Stefanie Golling

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

**APPROVAL OF AGENDA/DECLARARION OF CONFLICTS**

*Moved by Erika Holenski, seconded by Julie Phillips*

“That the Board approve the April 22, 2020 agenda.”

**Carried Unanimously**

**APPROVAL OF MINUTES**

*Moved by Cara Watson, seconded by Kathy Crossley*

“That the Board approve the February 26, 2020 meeting minutes.”

**Carried Unanimously**

**APPROVAL OF FINANCIALS**

Phong Tran provided an overview of the Q1 financials for 2020, highlighting: Winter programming, HST/Labour, Downtown Organic Waste Diversion program, and graffiti removal.

**Action item:** Staff to provide the Board with a report on Winter programming (FebFest).

*Moved by Kathy Crossley, seconded by Erika Holenski*

“That the Board approve the first quarter financials (February and March).”

**Carried Unanimously**

**WRPS UPDATE**

Cst. James Mitchell shared the following updates:

* An increase of graffiti throughout the core, with noticeable trends. Downtown Community Engagement Officer - Cst. Lee Elliott will continue to monitor.
* Cst. Mitchell shared he believes the issues at the Charles Street Terminal have been resolved. Hilary Abel at the City of Kitchener has arranged additional cleaning of the area; additionally, the Region has expanded day programing to include the YMCA on Carwood. The YMCA will be open daily from 2:00 p.m. to 9:00 p.m., with the hope to create a 24-7 facility.
* Cst. Mitchell made the recommendation to develop a blurb for members, encouraging them to report safety and security concerns to WRPS.
* The Slack channel is still being monitored during this time.

Hilary Abel shared that sanitation is still taking place on King Street from the Kitchener Market to Water Street. This includes the street sweeper, daily inspections/drive-by through Halls Lane and Lot 9 to report any vandalism. Ms. Abel shared a friendly reminder for the Board to also contact the Call Centre when needed.

Councilor Sarah Marsh inquired if there is a sanitation plan in place when the weather gets warmer. Ms. Abel shared that they may need to call in resources, as staffing is extremely reduced due to COVID-19; however, they will use the one staff person to the best of their ability.

**Action item:** Cst. James Mitchel to send message for BIA website/newsletter.

**For concerns regarding bulk garbage, needles, drug paraphernalia, graffiti and vandalism in the Downtown please call the City of Kitchener Contact Centre at 519-741-2345 or connect with them through email at** [**info@kitchener.ca**](mailto:info@kitchener.ca)**.**

**CITY OF KITCHENER EVENTS**

Cory Bluhm shared that the City of Toronto has made the decision to cancel events until June 30th.

The City of Kitchener Staff are taking advice from Public Health and creating multi-scenario action plans. Mr. Bluhm shared that the following Downtown events have also cancelled or are looking to modify dates/programming.:

* Kitchener-Waterloo Multicultural Festival – plan to come back full force in 2021.
* True North – the conference is cancelled; however, they plan to return next year. COK/BIA partnered to do programming; but are now working with agents to potentially host in September.
* Summer Lights Festival – looking to move event to late summer, or September.
* King StrEATery Food truck Festival – aiming for September.
* Tri-pride Festival – cancelled.
* Canada Day – there will be some form of celebration, however details have not yet been determined. Any funding that the BIA has committed to, if not spent, will be returned or redeployed.
* Queen Street – has been approved to move forward with critical work. Blocks have been reprioritized, and parkettes and the Cenotaph are put on hold. Reprioritized blocks. Construction begins this week and is anticipated to take 10-weeks. Due to the late start, the project may extend into September.
* Carl Zehr Square – should be moving ahead; Mr. Bluhm will send the Board a message if anything changes.

The City of Kitchener is working on small scale evening programming for once restrictions are listed.

**HORTICULTURE**

Cory Bluhm provided a horticulture update; noting that it is considered a non-critical item at this time, and the City of Kitchener has made the decision to not place any flowers throughout the city this year. Each year the BIA contributes $50,000 towards planning of flowers, and the City adds $25,000 to the Downtown. In lieu of flowers, these funds can potentially be redirected for this year.

**SMALL GROUP SESSIONS**

Chair, Darryl Moore, and Vice-Chair Erika Holenski thanked the Board for participating in the small group sessions. The feedback and ideas will be used to better understand the direction the BIA should be moving in. Staff will provide a presentation of ideas at the May Board Meeting.

Below is a list of additional comments and suggestions from the Board:

* Marketing
  + Do not just use social media use other outlets such as radio, TV, print, and direct flyers.
  + Look at various marketing opportunities – social media, radio, tv, and gorilla marketing.
  + People are unable to travel, create “Staycation” marketing plan.
  + Possibility of a smaller version of OWN IT.
  + People are identifying with our brand right now. Push the #DTKlove further.
  + Give the community a sense of hope and pride.
* Events
  + When events are able to return, live stream to include those who may be skeptical or scared to participate. This will allow the to watch and see that it is ok to return to Downtown.
* Keeping Downtown Clean
  + It will be important to keep the streets clean when we return.
* Member Support
  + Help businesses to create an online presence. A strong presence that allows them to engage with their customers and the community.
* Other
  + Mental Health/psychology - people are expressing heightened anxiety and depression.
  + It takes 21-days to build a habit, keep this in mind from a human behaviour point of view.
  + Consumers are now looking for more value; frivolous spending is the first expense to go during times of uncertainty.
  + It will be important to continue to support arts and culture.
  + How do we support the homeless population in our community?
  + People have gone back to simplicity. Everything does not need to be grand.
  + Encourage businesses the decorate their space, example: create window displays.

**DRAFT REVISED BUDGET**

Linda Jutzi provided an overview of the draft revised budget.

Director Feedback:

* Be mindful when creating projects as some union staff are out of work right now. Limitations on public property.
* Now more than ever the power of many is the power of one. See the importance of our organization. The BIA can make a bigger impact with their budget, than a small business could.
* Would still like to see capital budget grow; do not want to see that go away.
* More spending on beautification than marketing.

The Board agreed they would like to se the budget focus on these 3 areas:

1. Beautification
2. Cleanliness
3. Marketing

**OTHER BUSINESS**

Hilary Abel shared that May 4th, 2020 will be her last day with the City of Kitchener.

**ADJOURNMENT**

*Moved by Julie Phillips, seconded by Councillor Sarah Marsh*

“That the meeting adjourn.”

**Carried Unanimously**