



September 22, 2021
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, Kathy Crossley, Michael Rederer, Councillor Sarah Marsh and Darren Becks.
Regrets: Benjamin Mathew, Julie Phillips, Mayor Berry Vrbanovic and Sgt. Kelly Prebble.
Guests: Tova Davidson
Recorder: Stefanie Golling

The meeting began at 8:35 a.m., with Darryl Moore as Chair.

APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

Moved by Councillor Sarah Marsh, seconded by Councillor Debbie Chapman
"That the Board approve the agenda."

Carried Unanimously

APPROVAL OF MINUTES

Moved by Kathy Crossley, seconded by Cara Watson
"That the Board approve the July 28, 2021."

Carried Unanimously

IN-CAMERA

Moved by Councillor Sarah Marsh, seconded by Kathy Crossley
"That the Board moved in-camera."

Carried Unanimously

Moved by Councillor Debbie Chapman, seconded by Kathy Crossley
"That the Board moved out of camera."

Carried Unanimously

DISCOVERY TEAM & WRPS

Linda Jutzi shared that there have been many changes downtown. Towards the end of July there was a noticeable difference with a lack of Community Engagement Officers on foot in the core, which resulted in an increase of calls regarding safety concerns. Included in the concerns was that the Discovery Team might not be as effective.

This feedback has been shared with the Working Centre, and WRPS.

Sgt. Kelly Prebble was unable to attend the Board meeting, however, will share an update at the October Meeting.

Ms. Jutzi invited the Board to share if they feel we should continue to fund the Discovery Team program, or advocate to the Region.

Director feedback:

- Love the Discovery Team. Things have changed dramatically downtown; we need more consistent professional support. Would like to advocate to the Region to do that.
- Between now and when the Region could come up with a plan, we should continue to fund the Discovery Team rather than have nothing.

Moved by Councillor Sarah Marsh, seconded by Erika Holenski
"That the Board moved in-camera."

Carried Unanimously

Moved by Cara Watson, seconded by Phong Tran
"That the Board moved out of camera."

Carried Unanimously

SUSTAINABLE WR

Tova Davidson, Sustainable Waterloo Region joined the meeting.

Linda Jutzi provided an overview of the Downtown Organic Waste Diversion (DOWD) Program that launched prior to COVID-19. Ms. Davidson added that it was a ground-breaking program, and municipalities and districts from across the Region inquired to replicate.

Compost and organics are a climate change issue. By 2022, the province will no longer allow organic waste in the landfill. The DOWD Program is a risk mitigation and future proofing. It shows environmental stability, social stability, and presents a leadership opportunity.

Ms. Davidson noted that the DOWD Program is a partnership with Sustainable Waterloo Region, and because of this they do not charge nearly what they should. Ms. Jutzi added that should the Board agree to proceed with the program, it would continue to focus on restaurants and businesses producing large quantities of organic waste.

Board Director discussion and questions to Ms. Davidson:

- Restaurants are the largest producers of compostable waste. When the program started, it was popular with the staff. From an operations standpoint, it is maintenance free, and would like to see it back.
 - People want their workplaces to align with their values. This program returns on that investment.

- Good for the environment, helps businesses in the area, and supports beautification. The amount of garbage leaking through garbage bags (beside patios) was shocking.
- What is the sustainability of the program? What are you looking at for the future of the project?
 - Everything SWR does is to create a social enterprise. There would be a fee to member businesses to participate, however it would save them money at the alternative of going at it alone. The hope is to be able to scale within the City of Kitchener and create a tool kit.
 - The Region of Waterloo has no plan, and this will fall on the shoulder of businesses to dispose of organic waste and contact suppliers directly for removal.
- It's a great program and would like to continue working on it together. It is really expensive; can we try and find efficiencies of scale to bring the cost down?
- Helps the BIA and the businesses get a jump. Huge marketing tool.
 - Touches on the ROI's: green branding, saving money, innovative, operating costs, risk mitigation, and HR.
- Do we also look at forming another working group, bringing in other players and the Region? Maybe broaden to other areas – Waterloo and Cambridge.
- Would agree, this is a push we need to make. The program will have a huge impact on the ability to keep sidewalks clean.
- Enforcement is a huge problem.

TOWN HALL

Linda Jutzi shared that we need to be in front of our membership and present the budget. Council doesn't approve the budget until the spring, which will allow for a Town Hall meeting in the New Year. We could look into hosting a Town Hall meeting the first week of November, or last week of October. This could be hosted at the Apollo (indoors), or underground (outdoors) at the Kitchener Market.

Ms. Jutzi opened discussion to the Board if they feel this is the time, and what they believe we should do:

- Let's do something in the fall rather than wait. Have seen success when doing a hybrid model where people can also participate online. This can be done in a large group (more than 50) underground at the Kitchener Market.
- It is time, we should not wait until January. Like the idea of small groups of likeminded businesses together. It is more open and honest when businesses can gather in a small group. Online does not work right now, too many commitments. In favour for doing underground at the Kitchener Market in small groups based on business type or geography.
- Still value in subsequent engagements but sees benefit to large Town Hall.
- Should be a membership collective all at one. Preference in person, or in-person and virtual to get as many businesses point of view as possible.

- Hybrid in person Town Hall, allow to be done virtually simultaneously. By separating do we get more participation?
- One big meeting is good but excludes people that are not comfortable attending. Have dual option so that it captures people that cannot come in person.

Ms. Jutzi understands that the majority feels one large meeting is better. Acknowledging the resources and staff time that goes into preparing for a Town Hall, and that many people don't show up, it is her intention to sit down with likeminded businesses in small groups to gather feedback. Councillor Sarah Marsh proposed conducting the small group sessions first, review the notes and then virtually conduct a Town Hall after.

OTHER BUSINESS

CANNABIS SHOPS LETTER

Erika Holenski inquired if we have heard back from Mayor Vrbanovic regarding the presentation of the cannabis shops letter to Attorney General Doug Downey. Councillor Sarah Marsh shared a brief update, noting no firm commitments were made.

Action Item: Councillor Sarah Marsh to provide follow-up regarding cannabis shops discussions with Attorney General Doug Downey.

Action Item: Linda Jutzi to see if OBIAA would be willing to write a letter.

MAKE IT KITCHENER - \$5M FOR BUSINESSES

Erika Holenski asked if there was a follow-up for the \$5M allocated to help businesses in the Region. Darren Becks shared that he does not believe that there will be a direct subsidise, and that the Make It Kitchener recovery plan is still in the works and moving forward.

THEMUSEUM - UNZIPPED

Staff are in the process of preparing the \$20,000 Downtown Dollars for pickup.

The BIA has had several meetings with THEMUSEUM on how we will link marketing together. Downtown Dollars will be distributed through a radio contest and will be promoted regionally.

ADJOURNMENT

Moved by Kathy Crossley, seconded by Cara Watson

"That the meeting adjourn."

Carried Unanimously