



July 28, 2021
8:30 a.m. – 10:30 a.m.
Zoom Meeting

BOARD OF DIRECTORS • MEETING MINUTES

Present: Darryl Moore, Erika Holenski, Phong Tran, Benjamin Mathew, Cara Watson, Councillor Debbie Chapman, Julie Phillips, Kathy Crossley, Michael Rederer, Councillor Sarah Marsh and Mayor Berry Vrbanovic.

Regrets: Linda Jutzi, Cst. Amanda Gruber, Cory Bluhm and Darren Becks.

Guests: Brent Garcia, Cameron Dale, Darren Kropf and Sgt. Kelly Prebble.

Recorder: Stefanie Golling

The meeting began at 8:30 a.m., with Darryl Moore as Chair.

APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

Moved by Erika Holenski, seconded by Phong Tran

“That the Board approve the agenda.”

Carried Unanimously

APPROVAL OF MINUTES

Moved by Julie Phillips, seconded by Councillor Debbie Chapman

“That the Board approve the June 23, 2021, meeting minutes with corrections as discussed.”

Carried Unanimously

WRPS UPDATE

Sgt. Kelly Prebble joined the meeting to provide an update on behalf of WRPS:

- The Community Engagement Unit is now centralized and are physically reporting out of Cambridge. The Unit is in the process of establishing a mandate and priorities.
- Cst. Lee Elliot will continue to be downtown, and responsible for coordinating boots on the ground.
- Should Directors/members have concerns regarding visibility in the downtown, please reach out to Inspector Vaughn.

Directors shared the following feedback:

- Reminder now that we are in phase 2, there is a need to see more Officers downtown.
- The need for increased presence is there, specifically during key times (lunch and dinner). There are increased interactions for people visiting restaurants and other

establishments. Interactions include panhandling, aggressive behaviour, as well as public spaces being used for drug use and public drinking.

- Please continue to use the Slack app, it is an invaluable resource.
- Consistency day in and day out has had a positive impact downtown over the last few years. What works is feet on the street.

Action item: All Directors to pay attention to visibility downtown over the next few weeks.

DOWNTOWN CYCLING GRID

Darren Kropf and Brent Garcia joined the meeting.

Overall construction is on track to complete phase 1 by end of season.

Section	Start date	Duration	Impact
Weber to Duke	Has commenced <i>*DCN Construction Notices have been issued to stage.</i>	12 weeks <i>(end late-October)</i>	<ul style="list-style-type: none"> • Moving operation with 3 stage configurations to assist with business access including Francis St N. • Local traffic access to be provided from either Dukeside or from Weber side. • Sidewalk always maintained on one side. • Business access maintained
Joseph to Charles	Early August	6-8 weeks <i>(end mid- September)</i>	<ul style="list-style-type: none"> • Work on this section in conjunction with Water/Joseph intersection closure. • Sidewalk always maintained on one side. • Business parking lot access maintained.
Charles to Duke	Mid-October <i>(after Thanksgiving)</i> <i>*DCN Construction Notices will be issued to stage prior to start.</i>	4-8 weeks <i>(end of November)</i>	<ul style="list-style-type: none"> • Traffic configuration TBD by contractor. • Sidewalk always maintained on one side. • Business coordination and access maintained • Bulk of work on Water is from King to Duke. • Not as much work on Water between Charles to King.
Joseph -Church	TBD	4-8 weeks	<ul style="list-style-type: none"> • Traffic setup TBD by contractor. Intention to have two-way traffic if safely possible. • Sidewalk always maintained on one side.
Duke - King	Underway	2-4 weeks	<ul style="list-style-type: none"> • Periodic lane or full road closures • Sidewalk always maintained on one side.

Director questions:

- Will Water/King construction be pushed back until after Thanksgiving? Yes.
- How much lead time will you give for contacting businesses? Intention is 3-4 weeks.
- If people are coming from Victoria Street, how will they access downtown? People will be able to access downtown from Charles, King, Duke, and Weber.
- It will be critical to put up old LRT signage – **we are open**.
- There needs to be clear messaging on how we can address navigating.
 - Ec Dev staff to make maps available to businesses and BIA.
 - Can we update Google Maps and Waze to reflect closures? Darren/Brent to follow up.
- Is there open dialog for Bells Lane construction?
- Heard there will be significant impact on Ontario Street – is there a timeline or discussion?
 - Ontario Street is scheduled for next year. Hydro work may need to happen this year. However, a majority is scheduled for next year.
 - It is critical that we engage those businesses well in advance. Minimize the impact and keep businesses well informed.

Action item: Darren Kropf to circulate PowerPoint Presentation with timelines.

Q2 Financial Report

Phong Tran presented a revised copy of the Q2 Financials.

Moved by Julie Phillips, seconded by Cara Watson

“That the Board approve the Q2 Financials as amended by Phong Tran.”

Carried Unanimously

Action item: Phong Tran to adjust and send Directors revised version with Patio Program expenses spread across three years.

PATIO PROGRAM

Darryl Moore shared the success of patios to-date. Timing for sails this year is not favourable, and staff are looking at presenting something moving forward into next year.

Mr. Moore noted that when we move into budget discussions for next year, there will likely be a need for patio furniture maintenance. This meeting will take place in September and will be a dedicated 2-3 hour discussion.

MUSIC AT THE MARKET

Cameron Dale joined the meeting and provided an update on *Music at the Market*.

Program Outline

- 8 events, running weekly from August 12 to September 30.
- Minimum billing of two acts per night.
- 100 guests for first 4 performances, with high likelihood of rising to 200 guests for second half of series.
- 25% of tickets donated to essential medical staff through partnership with several regional health partners.
- Series to have own dedicated marketing strategy and core design assets, whilst situated under greater “Summer like No Other” municipal marketing strategy.

Funders & Program Partners

- City of Kitchener – Economic Development
- Registry Theatre
- Downtown Kitchener BIA
- Canadian Heritage

Marketing

- Program launch on July 29. Launch to include:
 - Unified press release from COK, Registry Theatre and Centre in the Square.
 - Launch of landing page on Kitchener Market website, with traffic directed to page from partner webpages.
 - Incorporation of series into paid and earned media for “A Summer Like No Other” marketing strategy.
 - Free boosted content through COK and all partner social accounts, including performers.
 - Marketing content to promote event as integrated experience with downtown. Goal of inciting audience members to engage with DTK businesses.

Director questions and comments:

- What time will the performances start each night? 7:00pm, approximately.
- Could nightly performing artists connect with businesses to continue performing on patios? Will investigate.
- Will the events be live streamed? Primarily focusing on expansion, and in person experience. Not an optimal performance space.

LIVE ENTERTAINMENT

Darryl Moore shared a brief update on live entertainment, including an overview of payment processes.

CANNABIS SHOPS

The Board discussed the report and policies regarding cannabis shops in the downtown.

The City of Kitchener has put forth a motion calling for the province to do a 500-meter separation. Additionally, these concerns have been shared with Minister Doug Downey, who agreed to take issue away.

Chair, Darryl Moore declared a conflict of interest.

Directors engaged in conversation regarding cannabis shops.

- Allows businesses to do what they do. Let it be, and allow them to figure it out.
- Find way to make windows look nice.
- Members of the downtown community have worked hard to create and animate a vibrant space. Many complaints have been received from residents and businesses.
- The province shouldn't be giving this much rein to one type of business.
- Having so many in such close proximity changes the atmosphere.
- We would never dictate the number of coffee shops that could open, it feels weird to have a position on a type of business.
- There are too many. This is what we are going to be known for.
- Retail leasing is not at an all time high. These are individual building owners filling vacant spaces.
- There is too much saturation and banks will pull back. There isn't enough support for that product.
- A major issue is the possibility of having 8 businesses close in 2 years.
- We want to see businesses succeed. Challenge right now.

Moved by Julie Phillips, seconded by Councillor Sarah Marsh

"That the Board agrees to draft a letter to Minister Downey regarding cannabis shops and their impact on vibrancy in the community."

**The motion carried with 6 votes in favour, 1 opposed
1 declared conflict**

Action item: City of Kitchener Staff to share potential cannabis location(s) to allow for BIA comment within 30-day application timeline.

Action item: Linda Jutzi to draft a letter on behalf of the BIA Board regarding cannabis shops in the core.

OTHER BUSINESS

- Friendly reminder the August 25, 2021, Board Meeting is cancelled.
- A Doodle Poll will be sent out over the next few weeks, to schedule a special budget meeting in September.
- As things begin to reopen, the Board should consider an in-person meeting.

ADJOURNMENT

Moved by Phong Tran, seconded by Councillor Debbie Chapman
"That the meeting adjourn."

Carried Unanimously

Looks good to me. I don't see any glaring ammendants that need to be made. Thanks 🙏