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|  | October 28, 20208:30 a.m. – 10:30 a.m.Zoom Meeting  |
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**BOARD OF DIRECTORS • MEETING MINUTES**

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

**Regrets:** Michael Rederer, Benjamin Mathew

**Guests:** Darren Kropf, Barry Cronkite

**Recorder:** Stefanie Golling

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

**APPROVAL OF AGENDA/DECLARARION OF CONFLICTS**

*Moved by Julie Phillips, seconded by Kathy Crossley*

“That the Board approve the October 28, 2020 agenda.”

**Carried Unanimously**

**APPROVAL OF MINUTES**

*Moved by Erika Holenski, seconded by Cara Watson*

“That the Board approve the September 30, 2020 meeting minutes with adjustments.”

**Carried Unanimously**

**Q3 Financial Update**

Phong Tran provided an overview of the Q3 Financial Statements.

*Moved by Kathy Crossley, seconded by Erika Holenski*

“That the Board approve the Q3 Financial Statements.”

**Carried Unanimously**

**Action item:** Darren Becks to send Linda Jutzi an invoice for the final payment of the Queen Street Project.

**WRPS UPDATE**

Cst. James Mitchell provided an update on the following:

* 2021 Region of Waterloo calling card
* The housing transition to Waterloo has now happened.
	+ Slowly the individuals in Heit Lane will start moving to the new sites.
* Calls to service

**DOWNTOWN CYCLING GRID**

Darren Kropf, City of Kitchener shared a presentation on the proposed Downtown Cycling Grid.

Staff have connected with 43 businesses. There was a common theme in feedback:

* Contributes to urban lifestyle, attracting people to Downtown
* Manages transition towards less car dependence
* Consideration for increase in deliveries, logistics and food delivery

The current proposal will see the following impacts to motor vehicle traffic and parking:

* Portions of streets converted to one-way: Joseph, Ontario, Duke and Cedar
* Increased traffic on the following streets: Weber, Charles, Frederick and Benton
	+ Will be within acceptable levels of service
* As many parking spaces as possible will be preserved
* 35 spaces will be removed, however 32 spaces under consideration to be added
	+ Spaces would be on/in Francis Street, Bells Lane, Goudies Lane, and Halls Lane.
* 178 bike parking spaces will be added

Staff would work with Economic Development on the Downtown wayfinding strategy to properly direct to vehicle and bike parking spaces.

Director questions:

* Q: Will the one-way streets offer any changes to directional signage?
* Q: What will the impacts to street parking be on Ontario Street?
	+ C: 8 spaces would be removed in front of Legacy Greens. Alternative spaces would be added in Goudies Lane where Bylaw currently parks.
* C: City staff will connect with the Board to see what post pandemic parking looks like, and address what is needed to meet those needs.
* C: City owned parking options:
	+ Surface lots free after 5:00 p.m., and on Sundays
	+ Garages are not free – pay per use
* We need good signage on where to park

**Action item**: Add brainstorming session with Darren Kropf to the January agenda.

**ART WALK LAUNCH – COMMUNITY FEEDBACK**

Linda Jutzi shared that the BIA has received an overwhelming response from the community on the Art Walk, and field guidebook. 500 hard copies were distributed, and over 2,200 digital downloads were made during the launch weekend. The Art Walk has presented opportunities for marketing Downtown Kitchener today and into the future.

Director Questions/Comments:

* It was awesome, awesome, awesome! Felt great!
* It was amazing, felt good to be Downtown!
* Has 570news reached out about the Art Walk?
* We need to remove the paid parking piece on the Halloween promotion.

Ms. Jutzi shared that staff are currently working on the second version of the book, and hope to print an additional 3,000 copies for the community.

**Action item:** Linda Jutzi to send the Board a link to the new Bell Media commercial.

**Action item:** Linda Jutzi to connect with the City of Kitchener regarding the Halloween promotion, and removing the “paid parking” details.

**CHRISTKINDL MARKET**

Linda Jutzi provided an update on the Christkindl Market and plans to launch
“Christkindl-in-a-box”.

BIA staff would like to give the Christkindl Committee $20 Downtown Dollars to put into each box, this request would be up to a maximum of 500 boxes.

*Moved by Julie Phillips, seconded by Phong Tran*

“That the Board approve the allocation of Downtown Dollars up-to 500 boxes for the Christkindl Market box program, with the understanding that if they do not sell the dollars will be returned.”

**Carried Unanimously**

**Business Sustainability Grant**

Linda Jutzi provided an update following the small group sessions, and the recommendation to increase the funding and restrictions for round two of the Business Sustainability Grant. Round two of the program would allow for: advertising, marketing, live music and programming, as well as other COVID-19 related expenses.

*Moved by Erika Holenski, seconded by Phong Tran*

“That the Board approve the Business Sustainability Grant be topped up with $75,000 for a second round of funding, allowing businesses to apply for assistance until December 30th or the depletion of funds. The grant is to assist main street businesses with advertising initiatives, entertainment expenses or additional expenses related to safety during COVID-19.”

**Carried Unanimously**

**Action item:** Linda Jutzi to share Digital Service Squad information with membership, when launching the second round of the Business Sustainability Grant.

**HOLIDAY WINDOW/ENTRANCE DECORATING**

Linda Jutzi provided an overview of the Holiday window décor program. Ms. Jutzi noted that they heard from businesses at the small group sessions the hope to see Downtown sparkle. If this program is approved, the staff would work hard to complete the installations by November 18th, 2020.

Director questions:

* Heard beautification “make it sparkle, make it clean” - is $16,000 enough?
* Windows are taken in by people who are doing the Artwalk. In the evening, do not just make it festive - make it sparkle, shine, and feel safe.
* Brilliant, do every year!
* Would pitch hiring more help, to have more than 2 completed per day.
	+ Ms. Jutzi shared that she has asked Jeff Young if we could use staff person – Dave as a resource and for lifting.
* Brilliant idea, we should certainly do it. Is there the possibility to work with Westmount Signs to do some plastic decals? Reusable for a few years.
	+ We will still do the window painting. This is costs approximately $4,000.
* Will we have outdoor decorations?
	+ City: We will have the regular décor. However still looking for space for the Christmas tree. Décor is scheduled to go up after Remembrance Day.
		- Consider 44 Gaukel for the tree.

*Moved by Councillor Sarah Marsh, seconded by Cara Watson*

“That the Board approve the allocation of $16,000 towards the Holiday window/entrance decorating program.”

**Carried Unanimously**

**HOLIDAY GIFT**

Linda Jutzi reviewed the Holiday Gift promotion.

This promotion would use the second version of the Art Walk Field Guidebook, and $25 Downtown Dollars. Each gift would be wrapped, tied with a bow, and sold for $20.

Director questions/comments:

* Build on that idea, maybe for next year. Include a coupon section in the book (similar to what charities used to sell). Maybe even just a mail drop in the neighbourhoods.
* Loves this idea, its wonderful! It has a double life; not only does the purchaser come - if they gift it, it has a second life and drives people Downtown. Can see purchasing this for staff.
* Downtown neighbourhoods would love this idea - have them sell it as well. If we only sell at Downtown shops it would not go as far.
	+ Councillor Sarah Marsh: Happy to help connect with neighbourhood groups.
* Could also sell on BIA website, and mail out.

Ms. Jutzi shared she would like to get launched with the $25 Downtown Dollars; in the Spring we could work with businesses.

**WINTER PROGRAMMING**

Following the small group sessions, Ms. Jutzi expressed the wish to create programming with the restaurants. Due to not having a complete budget, Ms. Jutzi needs permission from the Board for 2021 spending. The hope is that programming will include some sort of winter series that runs for 8-10 weeks. Winter 2021 is quickly approaching, and we need to start planning.

Director questions:

* Last year a majority of winter programming was skating and the comedy festival. Moving forward the comedy festival is questionable, and the City will not have the rink. Do not mind spending $30,000, but not sure what we can do with that money. Would this be a curtail into businesses doing what they want?
* Create something for dining Downtown in the winter.
* This opportunity gives members back control on how they promote their space.
* Is there any way to heat outdoor spaces? Something covid friendly. This was in the minutes.
	+ City: We have not heard that businesses are willing to embrace a structure during the cold winter months. Feedback is that food won’t stay warm, quality of and the experience wont be great.
		- Look at the Christkindl Market
* Please consider encouraging businesses to still work together when programming. Especially with businesses that are solely indoors, so they still have a chance.

*Moved by Phong Tran, seconded by Kathy Crossley*

“That the Board approve the allocation of $30,000 in funding from the 2021 budget to Winter programming.”

**Carried Unanimously**

**OTHER BUSINESS**

* There is a rise of cannabis shops in the Downtown, similar to the cash stores. Is there anything the City can do?
	+ There was a change in approach, and the City is very limited in its ability to provide comment and restrictions. The AGCO provided an update and are limiting their inspections until April/May 2021.
	+ Staff plan to discuss what the City can do regarding this concern.
* The December Board Meeting is cancelled. The final meeting for 2020 will be in November.

**ADJOURNMENT**

*Moved by Phong Tran, seconded by Erika Holenski*

“That the meeting adjourn.”

**Carried Unanimously**