



June 22, 2022  
8:30 a.m. – 10:30 a.m.  
Zoom Meeting

## BOARD OF DIRECTORS • MEETING MINUTES

**Present:** Linda Jutzi, Erika Holenski, Phong Tran, Cara Watson, Councillor Debbie Chapman, Martha Wallace, Rebecca Coker, Darren Becks, Sgt. Kelly Prebble, Councillor Sarah Marsh, and Mayor Berry Vrbanovic.

**Regrets:** Darryl Moore, Benjamin Mathew, Julie Phillips, and Michael Rederer.

**Recorder:** Stefanie Golling

The meeting began at 8:32 a.m, with Erika Holenski as Chair.

### **APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS**

*Moved by Councillor Sarah Marsh, seconded by Councillor Debbie Chapman*

“That the Board approves the agenda and moving the 9:50 a.m. discussion to in-camera.”

**Carried Unanimously**

### **APPROVAL OF MINUTES**

*Moved by Rebecca Coker, seconded by Martha Wallace*

“That the Board approves the May 25, 2022, meeting minutes.”

**Carried Unanimously**

### **WRPS UPDATE**

Sgt. Kelly Prebble joined the meeting and shared the following updates:

- There is an increased police presence in the core.
- Officers have been stopping in and chatting with business owners.
- Officers have been monitoring panhandling, open liquor, and theft.
- A new temporary shelter is opening in the former Edith MacIntosh Child Care Centre near Cameron Heights. Sgt. Prebble asked Linda Jutzi to share this with the membership in the east end as there may be an increase in nuisances. Members should continue reporting incidents, allowing WRPS to address them sooner rather than later.

Director questions and comments:

- We are seeing officers walking the street; it is making a difference.
- Seeing more bicycle and foot patrol; police presence in the core gives a feeling of safety to people.

- Appreciative of the increased police presence. Noticing an increase in scooters and e-bikes on sidewalks and with patios and increased foot traffic, flagging this as a safety concern.
- Following the letter to WRPS, Chief Larkin responded. Ms. Jutzi shared that she has received communication, and a meeting will be set up.
- A task force has been formed to create a tiered response. The response will start with outreach, mental health, and support works, and then call to service for WRPS.

## **STRATEGIC PRIORITIES**

Linda Jutzi shared an overview of how the 2017-2022 strategic priorities were evaluated and created. Ms. Jutzi noted that she and Darren Becks have discussed what new priorities would look like and when to begin the process.

The City of Kitchener is currently completing a visioning exercise and principles process with a community working group. Once complete, there will need to be a much broader consultation around the downtown vision. Both Ms. Jutzi and Mr. Becks feel that starting to build this process during the winter and continuing until the spring of 2023 would be ideal. The work that Economic Development is doing will live together and guide the work that they and the BIA will do.

2023 will continue to focus on recovery, and the intended new strategic priorities will guide us from 2024 to 2027. The intention is that these new priorities will focus on recovery, making downtown a destination, and cleanliness. Ms. Jutzi will discuss this with the Board further in October.

**Action item:** Stefanie Golling to send out Special Budget meeting invite for August 10 starting at 8:30 a.m.

**Action item:** Stefanie Golling will send a poll to understand the Director's feelings on an in-person budget meeting.

## **SAFETY IN DOWNTOWN KITCHENER**

- Linda Jutzi shared that in response to the letter from the Board, Waterloo Regional Police Service and leadership teams at the City of Kitchener and Region of Waterloo have been meeting to discuss the concerns.
- Mayor Berry Vrbanovic shared that these issues are being reported regularly and are accelerating. Coming out of the pandemic, mental health has become one of the top issues across the Board. Mayor Vrbanovic stated that there needs to be a balance regarding response. The membership has asked for service; however, when WRPS provides support, there are businesses within the BIA criticizing.

- Both St. Andrews Church and the Y are scheduled to close this week; St. Andrews may be extended by a couple of days until the new overnight shelter at the former Edith MacIntosh Child Care Centre can open.
- Part of the look staff has been taking is around on the street presence, and what outreach looks like moving forward. There needs to be a three-tier response:
  - A program something like the Discovery Team, but different.
  - More enhanced presence to deal with complex situations that do not require police response.
  - Police involvement.
- Ms. Jutzi noted, how do we resource a caring and compassionate outcome while at the same time recognizing some tolerances and boundaries? When we get beyond that, we need to engage the police.
- Councillor Sarah Marsh shared that the city is working on a short series of videos on how synthetic drugs are being consumed. Once the videos are complete and made public, Councillor Marsh will share them with the Board. This is another tool to help people understand.

### **CITY OF KITCHENER – SPECIAL EVENT FUNDING UPDATE**

City of Kitchener's Special Events Manager, Jeff Young, joined the meeting. Mr. Young shared an overview of three large festivals returning to the core:

- Canada Day – the BIA will be the presenting sponsor of the fireworks, bring greetings, and will be highlighted on the banner and social media pages. A member is running the licensed area, and the event will not have any outside food vendors but will encourage people to visit the great patios.
  - Economic Development has coordinated programming with local performers starting at 3:00 p.m. on Gaukel Street. King Street Programming to begin at 6:00 p.m.
- Wayback Festival, formerly known as Rock & Rumble, has been rebranded.
- Cruising on King will be more of a street party. The hope is to accent patios, and bring people to the core earlier, and keep them here longer. The “cruise” part of the event has been eliminated, and cars will be pre-parked with live entertainment dotted down King Street.
  - Economic Development is bringing a partner to run a craft beer market on Gaukel Street throughout this weekend.

Director questions and comments:

- For Cruising on King, will the road closure remain the same?
  - The closure should be approximately from Francis to Frederick Street, with slightly less impact. The Special Events team is trying to communicate this information in advance on the City website with event information.

Mr. Young thanked the Board for the financial contribution to Special Events.

### **CONESTOGA COLLEGE – COLLABORATIVE PROJECT PROPOSAL**

Following the Board Report overview, Linda Jutzi shared that there has been a lot of excitement and enthusiasm from the college. Ms. Jutzi added that this collaboration would be a beautification effort, a way to bring people downtown, and an opportunity to apply for tourism funding. The inclusive, interactive displays would remain until the end of February during the cold winter months. Ms. Jutzi added that this is creating a starting point for when the new college campus moves downtown. Ms. Jutzi has also proposed to the college that the project would be a 3-year commitment.

Director questions and comments:

- I think this is great, and how creative it is. How are windows selected?
  - We will put out on Constant Contact and tap a few people. There will be a limit on the number of windows, likely maxing out at 30.
- Would they have complete creative control?
  - There would be a consultation with participating businesses.
- Will students be graded on this? Is it part of their program?
  - They are proposing putting this as part of the curriculum.
- What was the previously budget allocated for holiday windows when Lori Muller was doing them?
  - 2022 has allocated \$8,000; however, we believe they will need much more.
- This is a great opportunity to put Kitchener on the map again. Winters are bleak and boring.
- When we meet with businesses, sign them on for 3 years also.
- Great idea, concern around 3-year commitment. It's a learning experience.
- \$50,000 over 3 years is reasonable. Creativity should be fostered over a limited budget.
- Once numbers are back from the college, the Finance Committee should meet before approving a motion.
- In support, great decision.

**Action item:** Linda Jutzi to provide a quote from Conestoga College in July.

## **OTHER BUSINESS**

- Cara Watson will leave her role at the Apollo Cinema; however, she will officially join the AOK Craft Beer & Arcade in a management/admin role. Ms. Watson's new role will allow her to remain on the Board, which was important in her decision-making.
- Rebecca Coker will be leaving Libro Financial and, unfortunately, will be unable to stay on as a Board Director.
- Phong Tran shared that after reviewing the financials, the request to shift \$10,000 from the canceled Organic Waste Diversion Program to increase the Kitchener-Waterloo Oktoberfest budget will work.
- Linda Jutzi shared that the Gospel Blues Pancake Breakfast will be moving to Victoria Park this year. Staff will send a volunteer schedule to the Board for registration.

*Moved by Phong Tran, seconded by Cara Watson*

"That the Board moves in camera."

**Carried Unanimously**

*Moved by Phong Tran, seconded by Martha Wallace*

"That the Board moves out of camera."

**Carried Unanimously**

## **ADJOURNMENT**

*Moved by Phong Tran, seconded by Cara Watson*

"That the meeting adjourn."

**Carried Unanimously**