



March 31, 2022
8:30 a.m. – 9:00 a.m.
Zoom Meeting

BOARD OF DIRECTORS • MEETING MINUTES

Present: Linda Jutzi, Darryl Moore, Erika Holenski, Phong Tran, Cara Watson, Benjamin Mathew, Councillor Debbie Chapman, Julie Phillips, Martha Wallace, Rebecca Coker, Councillor Sarah Marsh, Mayor Berry Vrbanovic, and Darren Becks.

Regrets: Michael Rederer

Recorder: Stefanie Golling

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

DTK PATIO PROGRAM

Linda Jutzi shared that she had the chance to meet with Board Chair Darryl Moore and Treasurer Phong Tran to discuss the Patio Program earlier in the week. Since hitting national news, the program has grown tremendously. Ms. Jutzi felt it was prudent to call a meeting for transparency due to the increase costs of building patios.

In Ms. Jutzi's walkabouts with the City of Kitchener, she was surprised at how many new vendors were seeking to have a patio. She shared that the initial vision of a Patio Program was for the benefit of beautification to our DTK streetscape. An upgrade to eating outside would assist our members in competing across the region for foot traffic. Our district competes with other areas, so these enhancements, such as covers, walls, and furniture, make the district nicer. DTK restaurants benefited by receiving a free patio during a time of lost revenue that prohibited them from investing.

In 2021 we witnessed that when you enter our district on King Street there were new Pop Up patios and then some with old black railings. For a more unified look, our hope was to replace these structures. The cost is significantly higher in 2022. A large factor is due to the increase in steel and wood.

Ms. Jutzi provided an overview of budget changes and funding received through the My Main Street Grant since the initial discussions in 2021. The original proposal was a \$500,000 project; however, it is now moving upwards of \$850,000, in addition to the steel and wood increases. All patio operators, with the exception of a few (due to trees), will receive a new cover. This will provide one look for downtown.

Today, Ms. Jutzi is asking the Board to consider increasing the Patio Program budget given these new increases.

The Board discussed the financial request as presented by Ms. Jutzi. Some comments included:

- I see the contribution from the My Main Street grant as a win. The motion should remain transparent and reflect this
- We need to acknowledge the grant in general, as this would help in the future.
- The budget of \$20,000 for a one-day event could be better spent doing a summerlicious event over a longer period of time. Businesses could offer a coupon incentive around slow times
- Almost fell off the chair when looking at the numbers, but when looking at the whole picture, it is a great investment and attraction - we will have this beautiful streetscape.
- It is important that we present the trail of money properly at the Town Hall for the membership

Moved by Councillor Sarah Marsh, seconded by Phong Tran

“To approve the updated plan for spending on the DTK Patio Program in 2022 of approximately \$215,000, up to a total of \$230,000.”

Carried Unanimously

ADJOURNMENT

The meeting adjourned at 8:59 a.m.