



February 24, 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, Benjamin Mathew, Councillor Debbie Chapman, Julie Phillips, Kathy Crossley, Michael Rederer, Councillor Sarah Marsh, Cory Bluhm, Darren Becks, and Cst. James Mitchell.

**Regrets:** Mayor Berry Vrbanovic

**Recorder:** Stefanie Golling

Moved by Julie Phillips seconded by Erika Holenski

“That the meeting begin at 8:30 a.m.”

**Carried Unanimously**

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

*Moved by Kathy Crossley seconded by Councillor Debbie Chapman*

“That the Board approve the February 24, 2021 agenda.”

**Carried Unanimously**

### **APPROVAL OF MINUTES**

*Moved by Erika Holenski, seconded by Phong Tran*

“That the Board approve the January 27, 2021 meeting minutes.”

**Carried Unanimously**

### **WRPS UPDATE**

Cst. James Mitchell shared that this will be his last meeting as a Board of Director for the Downtown Kitchener BIA, as he will be moving onto a new role within Waterloo Region Police Service.

Linda Jutzi thanked Cst. Mitchell for his service as a Director of the Board, and efforts to communicate and collaborate with staff. Ms. Jutzi went on to express what it means to have Cst. Mitchell’s consistency and knowledge of the BIA membership, and added that she hopes to see Cst. Mitchell back downtown again.

### **DOWNTOWN WEBSITE**

Darren Becks shared that the DowntownKitchener.ca website has been updated and is now easily accessible and AODA compliant. The website includes the shared branding between the Downtown Kitchener BIA and City of Kitchener.

Together staff collected feedback and conducted consultations to ensure elements included critical information for people accessing downtown related content. Mistie Brown was largely the champion of this project, and passionately consolidated elements and social media channels into this shared brand.

Linda Jutzi expressed her gratitude for the time that the City put into this. Ms. Jutzi added that this shared website is intended for the public facing website while the BIA website is targeted towards the membership.

## **DTK PATIO PROGRAM**

In November 2020 Ms. Jutzi began meeting with contractors for various patio enhancements with a vision to enhance the patio scene for Downtown Kitchener with sails and covers. Darren Becks introduced Linda Jutzi to Hamilton based contractor, Pop-Up Street Patios. After further research it was determined that other companies could not offer the variety of enhancements, and comprehensive engineered drawings (requirement of the City of Kitchener) within our budget. Pop-Up Street Patios has extensive experience building in Downtown cores on busy streets and could provide a one stop contractor experience for floors, fences and coverings.

- Ms. Jutzi shared that patio enhancements can be a beautification effort, recovery plan, and marketing tool. In the future it can also act as business attraction for downtown. Patios are outdoors, provide a comfortable space for people to sit and stay, and will bring people to the downtown. While festivals may not return, we have the ability to add entertainment around patios.
- Within the cost proposal, Ms. Jutzi shared two purchase plan options – 1 or 3 year(s). Each proposal notes storage would be required through the City of Kitchener. Staff would be able to repurpose all furniture, and tents, however, will be short in some areas, so a small amount of funds have been set aside.
  - Note proposal only includes fencing, decking, posts, and sails.
  - Proposal includes 18 restaurant patios, and 2 community spaces.
- The Finance Committee met to discuss the project; Treasurer Phong Tran confirmed we have the funds available within the budget.
  - After further discussion, the group agrees on the leasing option as it gave more flexibility and would be best for cash flow.
- Target timeline:
  - Required Board approval required by March 3<sup>rd</sup> to secure space for 2021 with Pop-up Street Patios.
  - Installation to begin on April 19<sup>th</sup>.
  - Approximate installation completion date, May 14<sup>th</sup>.
- Through the member consultation and surveys, Ms. Jutzi does not believe we will receive any pushback from the membership. Patio enhancements serve to beautify the entire core and align with our strategic priorities.

- A newsletter will be sent to the membership on Thursday to notify and allow for feedback. Ms. Jutzi is committed to sharing this information with the Board to make an informed decision, and anything that may require troubleshooting.
- Staff also need to determine who will plant and maintain flowers within planters.
- Ms. Jutzi has engaged with Ross Weber, Madorin-Snyder to develop a MOU for participating businesses.
- Additional Board questions and/or comments:
  - We are creating a walkable city!
  - Will they include AstroTurf and games?
    - No, however the DTK Art Walk investment will act as an added element.
    - **Action item:** Ec Dev staff to go back and look at creative ways to animate space.
  - This is an added benefit to office workers/companies. They are going to need a greater pull and draw from working at home.

*Moved by Phong Tran, seconded by Michael Rederer*

“To adopt the 3-year lease option of the DTK Patio Program.”

**Carried Unanimously**

*Moved by Kathy Crossley, seconded by Cara Watson*

“To approve the next steps of communicating to the membership, with a Board Director vote for final approval on March 1, 2021 by 6:00 p.m. by Doodle Poll.”

**Carried Unanimously**

## **OTHER BUSINESS**

- Darren Becks briefly touched on the Ec Dev outreach survey sent out to the membership. Once information has been consolidated, Mr. Becks is happy to share findings with the Board.
- Vice-Chair, Erika Holenski shared that they have been conducting interviews with potential new Board Directors. Recommendations and summary of interested parties will be presented at the March meeting.
- First quarter financial report to include overview of DTK Artwalk project.

## **ADJOURNMENT**

*Moved by Julie Phillips, seconded by Phong Tran*

“That the meeting adjourn.”

**Carried Unanimously**