



January 23, 2019
8:30 a.m. – 10:30 a.m.
City of Kitchener
200 King Street West
Conestoga Room

BOARD OF DIRECTORS • MEETING MINUTES

Present: Darryl Moore, Erika Holenski, Phong Tran, Meaghan Hawkins, Cara Watson, Craig Haney, Councillor Debbie Chapman, Julie Phillips, Kyle Cleaver, Councillor Sarah Marsh, Hilary Abel, Cst. James Mitchell, and Shirley Madill.

Regrets: Linda Jutzi, Michael Rederer, Cory Bluhm, and Mayor Berry Vrbanovic.

Recorder: Chloe Howell

The meeting began at 8:34 a.m., with Darryl Moore as Chair.

APPROVAL OF AGENDA/DECLARATION OF CONFLICTS

Moved by Julie Phillips, seconded by Councillor Debbie Chapman

“That the Board approve the January 23, 2019 meeting agenda.”

Carried Unanimously

No conflict of interest was declared by any member of the Board at this time.

APPROVAL OF MINUTES

Moved by Councillor Debbie Chapman, seconded by Cara Watson

“That the Board approve the December 19, 2018 meeting minutes.”

Carried Unanimously

WRPS UPDATE

Cst. James Mitchell provided a WRPS update:

- Met with Linda and Stef to discuss Slack app. There are plans to expand use, March 2019 downtown campaign to promote. Board Directors looking forward to launch and receiving more training on how to use the app.
- Duff’s memorial will take place on February 1. Includes memorial service at St. John’s Kitchen, march through downtown and community BBQ at the Kitchener Market.

Shirley Madill joined the meeting (8:39 a.m.)

Councillor Sarah Marsh arrived (8:45 a.m.)

Cst. James Mitchell left the meeting (8:49 a.m.)

APPROVAL OF FINANCIALS

Moved by Julie Phillips, seconded by Cara Watson

“That the Board approve the November 2018 Financial Statements.”

Carried Unanimously

Phong Tran provided an update on the December Financials. Erika Holenski inquired about the Downtown Dollars being sold to Google, Mr. Tran noted that this expense will likely shift to the January budget.

Councillor Sarah Marsh asked how the Toque sponsorship money works. Councillor Marsh would like to see Toque available in more locations, and further information on distribution.

Action item: Linda Jutzi to provide details on Toque sponsorship.

The 2018 Financial Audit is scheduled for February 11, 2019.

STRATEGIC PRIORITY REVIEW

Priority 1: No comments/questions.

Priority 2: Goal is to assess events and whether to continue financial support.

- Canada Day: 5 years is a long time to commit, is a 3 yr commitment possible? An important event to continue but maxed out for space in Carl Zehr Square. Provide a bigger update in 2 months.
- Councillor Debbie Chapman: Promotions around LRT. Wayfinding at certain stops to help people navigate the Downtown. Region is giving funding (20k to be split between Downtown and Uptown BIAs) for launch event.

Priority 3: Events with high economic impact and strong member engagement.

- Blues Festival: especially the pancake breakfast running into space limitations.

Action item: Provide Board Directors with a calendar of events so they can see how the whole year looks and better understand the flow of events.

- **Canada Day:** a branding opportunity for Downtown Kitchener. Minimal retail benefit, but it puts people on the map.
- **Patio Crawl:** signature event to launch summer, huge economic boost for Downtown restaurants. Board Directors feel it is important to provide discount passes to a broader reach of businesses, not just tech companies.

- **Oktoberfest:** needs a refresh and look at a new way to program this event. Board Directors feel it is important to have a say and purposefully keep events downtown, not just to write a blank cheque to Oktoberfest. The Downtown core essentially closes down after the opening ceremony, so what can we do to keep people Downtown and direct dollars to Downtown businesses? A lot of disappointment over downtown during Oktoberfest. It is a huge opportunity, but we need to promote the more authentic parts of Oktoberfest, not just the drinking. More family-friendly events.
- **Christkindl:** excellent event but very taxing on staff. Councillor Sarah Marsh suggested to make a volunteer opportunity page at the Volunteer Action Centre. Councillor Marsh also inquired if we can we get propane heaters?
- **Comedy Festival:** 10th anniversary in 2019. An event that continues to grow.
- **True North:** more Downtown marketing focus. Darryl Moore confirmed that Linda Jutzi is in discussion, however not committing money in if there is no Downtown benefit.

Phong Tran inquired about Summer Lights. Hilary Abel confirmed they have applied for grants and it is still on track.

Board Directors feel the following should be a focus for the next year:

- Wayfinding
- Lighting – safe streets
- Placemaking: e.g. Goudies Lane
- Green spaces
- Patios
- Pop ups
 - Hilary Abel noted this process is becoming easier with Licensing
- Underused laneways: Bell's Lane, Halls Lane.
 - Hilary Abel shared that a 2019 exercise is to take inventory of all these spaces. Goudies Lane pilot project received overwhelming community support.
- More flower pots

Kyle Cleaver asked for update on Carl Zehr Square. This will be a topic at City of Kitchener final budget approval on January 31.

Action: Hilary Abel to circulate conceptions for Queen Street and Carl Zehr Square

Hilary Abel shared that AMO funding (100k) identified for “customer experience” including wayfinding and free Wi-Fi Downtown. Funding needs to be spent by spring 2020 or they will lose it. Phong Tran believes the BIA should strongly support free Wi-Fi downtown.

Julie Phillips noted that if Smart Cities is successful, we should let them pay for it.

Councillor Sarah Marsh inquired about winter events downtown, especially after December and if there any opportunities to promote cooperation between restaurants and theatres?

Duff's memorial: \$300 Downtown Dollars from BIA to COK for memorial at the Kitchener Market. \$2,500 Downtown Dollars to The Working Centre.

Councillor Sarah Marsh: Safe consumption sites, 3 potential locations in Downtown Kitchener. Two public meetings, 6-9 p.m. Feb 5 and 7 at St. Louis Kitchener - main campus. Must register.

Action: Councillor Sarah Marsh to circulate details.

Additional meeting for people who live within 250 meters within proposed site.

ADJOURNMENT

Moved by *Councillor Debbie Chapman*, seconded by *Phong Tran*

“That the meeting adjourn.”

Carried Unanimously