



November 28, 2018
8:30 a.m. – 10:30 a.m.
City of Kitchener
200 King Street West
Conestoga Room

BOARD OF DIRECTORS • MEETING MINUTES

Present: Linda Jutzi, Darryl Moore, Erika Holenski, Phong Tran, Meaghan Hawkins, Cara Watson, Julie Phillips, Cst. James Mitchell, Shirley Madill, Councillor Sarah Marsh, Hilary Abel,

Guests: Chris Goss and Bil Ioannidis

Regrets: Kyle Cleaver, Mayor Berry Vrbanovic, Cory Bluhm, Councillor Frank Etherington, Michael Rederer.

Recorder: Stefanie Golling

The meeting began at 8:31 a.m., with Darryl Moore as Chair.

APPROVAL OF AGENDA/DECLARATION OF CONFLICTS

Moved by Erika Holenski, seconded by Julie Phillips

“That the Board approve the November 28, 2018 meeting agenda with edits as outlined.”

Carried Unanimously

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

APPROVAL OF MINUTES

Moved by Cara Watson, seconded by Phong Tran

“That the Board approve the September 26, 2018 meeting minutes with edits as outlined.”

Carried Unanimously

APPROVAL OF FINANCIALS

Phong Tran provided an update on the September and October 2018 financials. Mr. Tran shared a summary of the parking pass program, wages and salaries, Discovery team, and the IDA conference expenses. Mr. Tran noted finances are tracking appropriately.

Linda Jutzi shared that the credit card limit was increased to accumulate more points that can be redeemed for business expenses.

Mr. Tran and Ms. Jutzi shared that at the end of 2018 we should have almost \$70,000 remaining (already factoring in City claw backs).

Moved by Erika Holenski, seconded by Julie Phillips

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

Carried Unanimously

Moved by Councillor Sarah Marsh, seconded by Erika Holenski

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

Carried Unanimously

WRPS UPDATE

Cst. James Mitchell provided an update on Calls to Service, warming centers, trespassing notices, and the Downtown Slack App.

Supt. Chris Goss thanked the Board for their continued support. Supt. Goss also noted that in 2019 WRPS is looking to extend the Summer Beat hours Downtown to 8:00pm.

Linda Jutzi thanked WRPS and the Downtown Beat officers. Ms. Jutzi also acknowledged Cst. Gregory's service to the Downtown.

Action item: Cst. James Mitchell to share list of warming centers for Board circulation.

Action Item: Cst. James Mitchell and Stefanie Golling to regroup and add new members and Board Directors to the Slack App.

Supt. Chris Goss and Cst. James Mitchell left the meeting (9:02 a.m.)

CHRISTKINDL MARKET

Linda Jutzi provided an overview of the Christkindl Market, including past experience. This year, the BIA staff will be taking over all outside décor to ensure a cohesive look.

Erika Holenski shared that the window painting this year looks great. Ms. Jutzi will pass along positive feedback to window artist, James Nye.

Action item: Linda Jutzi to ensure appropriate event signage includes proper wording for tree donations.

BUSINESS ATTRACTION PROGRAM

Linda Jutzi provided an update on the Business Attraction Program, including information on the KW Hydro Pilot.

Councillor Bil Ioannidis inquired as to how the BIA approaches new businesses wanting to locate to the Downtown. Ms. Jutzi shared details around the BIAs recently published Business Attraction Guide, and how the BIA educates potential members. Ms. Jutzi noted similar to surrounding cities, such as Guelph and London, the second step falls with the business and the potential landlords.

Action item: Hilary Abel and Stefanie Golling to provide copies of the Business Attraction brochure to council.

Action Item: Stefanie Golling to edit façade document on behalf of Hilary Abel indicating that **stucco facades are not covered** within the program.

DOWNTOWN DOLLAR PROGRAM

Linda Jutzi shared that there is an underspend for 2018 in a few areas. Ms. Jutzi provided a review of the proposed Downtown Dollar Sales Campaign; allowing companies to purchase Downtown Dollars at a discounted rate - \$1,000 Downtown Dollars for \$800.

Moved by Darryl Moore, seconded by Julie Phillips

“That the Board approve the sale of \$100,000 at a 20% discount of Downtown Dollars, with efforts to indicate valid as of 2019.”

Carried Unanimously

Board Directors: Cara Watson and Councillor Sarah Marsh volunteered to help stamp Downtown Dollars.

Councillor Sarah Marsh would like to investigate putting parameters on Downtown Dollars moving forward.

Ms. Jutzi asked that Directors share this opportunity with their contacts and pass along potential leads.

Action item: Linda Jutzi to share opportunity with missing Board Directors, Kyle Cleaver and Michael Rederer.

OTHER BUSINESS

Phong Tran proposed the Board look at other ways to spend the money remaining. Darryl Moore suggested the Board come back with a few ideas in the New Year.

Bil Ioannidis left the meeting (9:57 a.m.)

IN-CAMERA

Moved by Erika Holenski, seconded by Phong Tran

“That the Board enter an in-camera session.”

Carried Unanimously

Moved by Julie Phillips, seconded by Councillor Sarah Marsh

“That the Board leave the in-camera session.”

Carried Unanimously

ADJOURNMENT

Moved by Erika Holenski, seconded by Phong Tran

“That the meeting adjourn.”

Carried Unanimously