



November 23, 2022  
8:30 a.m. – 10:30 a.m.  
McCabe's Kitchener

## BOARD OF DIRECTORS • MEETING MINUTES

**Present:** Linda Jutzi, Erika Holenski, Cara Watson, Councillor Debbie Chapman, Martha Wallace, Darren Becks, Jessica Toomer, Councillor Aislinn Clancy, Sarah Pearson, and Darren Becks.

**Regrets:** Darryl Moore, Phong Tran, Michael Rederer, Mayor Berry Vrbanovic, Benjamin Mathew, and Cst. Lee Elliott.

**Recorder:** Stefanie Golling

The meeting began at 8:31 a.m., with Erika Holenski as Chair.

### APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

*Moved by Julie Phillips, seconded by Cara Watson*

"That the Board approves the November 23, 2022, agenda."

**Carried Unanimously**

### APPROVAL OF MINUTES

*Moved by Julie Phillips, seconded by Martha Wallace*

"That the Board approves the October 26, 2022, with edits that the Secretary has passed on."

**Carried Unanimously**

### FINANCIAL REPORT

The financials will be presented by Treasurer Phong Tran in January 2023, as he was unable to attend today's meeting.

### BOARD REPORTS

Linda Jutzi shared the Board Report process, highlighting a couple large changes this year:

#### ***Christkindl Market***

- In years past, the BIA has sold trees with all profits going to St. John's Kitchen. This year there is a shortage of trees and a large cost increase, so we have decided to pause – rethink – and look for new suppliers, and at the cost.
- This year we have coordinated with the Working Centre and plan to host a blanket drive. The Working Centre will staff the area and accept all donations (including cash or card).

Beside the donation area, the BIA will be building a selfie station for people to take their holiday photos.

- Should Directors receive an inquiry regarding tree sales, they are able to say: "Due to logistics and shortages, we are unable to do tree sales this year; however, we will continue to share opportunities with the Working Centre."
- **Action Item:** Linda Jutzi to ask the Working Centre if they are willing to share a summary of donations collected at the Christkindl Market as part of the blanket drive.
  
- Ms. Jutzi shared the roles of each of the event partners, and their responsibilities:
  - To make the event sustainable, and to move forward with ensuring success the BIA looked to find a better process for executing setup/tear-down. Our financial contribution to the event is \$30,000 which was increased one year ago.
  - This year, the BIA and City of Kitchener have engaged with Kitchener-Waterloo Oktoberfest to execute on the festival entertainment.
  - All advertising is controlled by the City of Kitchener, however the BIA has/will reshare content on the DTKitchener social media channels.
  - As members of the BIA, businesses are allowed to have a complementary hut at the Christkindl Market.
  - **Action item:** Linda Jutzi to connect Jeff Young and Jen Zunic with Councillor Aislinn Clancy to share vendor feedback.
  
- Yesterday, the Christmas tree went up on Gaukel Street.

### ***The Collective***

- When the BIA produced Own It, people loved it; however, we received feedback that it did not include advertising. Own It told stories and connected the community. The Collective is different, and allowed everyone to advertise their business. It is similar to a large Shopping & Dining Guide – more focused on business listings.
  - Own It had many positive attributes, some that included being a piece to drive business downtown.
  
- Members were contacted for participation in the publication through email, newsletters, and door-to-door visits. If the content was not received, copy was pulled from their website.
  
- Areas/buildings that did not receive a copy of the magazine have been investigated. In the scenario of City Centre Condos (Andrin Homes) there was a breakdown in the distribution system.

*Moved by Julie Phillips, seconded by Martha Wallace*

"That the Board moves in-camera."

**Carried Unanimously**

*Moved by Julie Phillips, seconded by Cara Watson*

"That the Board comes out of camera."

**Carried Unanimously**

## **WINTER PROGRAMMING**

The Board discussed upcoming winter programming opportunities.

*Moved by Councillor Aislinn Clancy, seconded by Julie Phillips*

"To match Uptown Waterloo with up to \$5,000 through the Community Builder Grant Fund, and internally reserve up to \$10,000 for additional businesses to participate in the event."

**Carried Unanimously** (6 votes, 2 declared conflicts)

**Action item:** Linda Jutzi and Darren Becks to report back at the end of the event.

## **OTHER BUSINESS**

- Waterloo Regional Police Service was not on the schedule this month; however, in January, Cst. Lee Elliott will be joining the Board in place of Sgt. Kelly Prebble.
- Gaukel Street Construction (Halls Lane to Charles Street): currently putting in light fixtures, pouring concrete, and working on a placemaking piece for this area. It will be open soon, and fencing will be removed.
- King Street Construction: fencing will continue along the street. Huts will be placed, and crews will work around them. Fencing is expected to be removed by next weekend prior to the Christkindl Market.
- Conestoga College Winter Window Walk: the installation is almost complete; Ms. Jutzi shared that she is very happy with the with the outcome, and the creative opportunity to collaborate with the College. The windows are different to previous years, and do not have the sparkle from years past.
  - Unfortunately, Conestoga College was unable to develop an app due to timing, so the team is working with Goose Chase to develop an interactive scavenger hunt app. Through My Mainstreet, this is a free opportunity to BIA's.
- Governance Committee: in January, the committee will be coming back with brand guidelines developed by Corporate Communications, Economic Development, the BIA and Governance Committee.
- Director Voting: Linda Jutzi is working with our lawyer, Ross Weber to finalize the details around Director voting. Once the process is finalized, Stefanie Golling will send out a Doodle Poll to understand Director's preferences (Zoom, in-person, dates, times, etc.). Directors will also be required to send a bio.

*Moved by Councillor Aislinn Clancy, seconded by Jessica Toomer*

"That the Board moves in-camera."

**Carried Unanimously**

*Moved by Councillor Aislinn Clancy, seconded by Jessica Toomer*  
"That the Board moves out of camera."

**Carried Unanimously**

**ADJOURNMENT**

*Moved by Councillor Debbie Chapman, seconded by Sarah Pearson*  
"That the meeting adjourn."

**Carried Unanimously**