



January 24, 2024
8:30 a.m. – 11:00 a.m.
260 King St. W., #300
Kitchener, Ontario

BOARD OF DIRECTORS · MEETING MINUTES

Present: Linda Jutzi, Darryl Moore, Cara Watson, Jordan Dolson, Laird Robertson, Michael Rederer, Sarah Pearson, and Councillor Stephanie Stretch.
Guest(s): Jay Brown and Brian Bennett
Regrets: Phong Tran, Martha Wallace, Councillor Debbie Chapman, Jessica Toomer, Julie Phillips, Mayor Berry Vrbanovic, Cst. James Mitchell, and Cst. Lee Elliott.
Recorder: Stefanie Golling

Due to lack of quorum, Directors participated in a discussion starting at 8:49 a.m.

FINANCIAL & AUDIT UPDATES

Linda Jutzi shared that the Q4 Financial update will be shared at the February Board Meeting. Ms. Jutzi informed Directors that KPMG, the appointed Financial Auditor, has been booked for the first week of February.

GRANT OPPORTUNITIES

Linda Jutzi shared that she was invited to a roundtable discussion by MP Tim Louis and Minister Filomena Tassi. At the meeting, they discussed the struggles downtowns are facing, and challenges with grant submissions. Minister Tassi was very attentive in understanding the small business community challenges post COVID. Minister Tassi also shared that a new announcement was forthcoming from MyMain Street funding and to watch for this.

Ms. Jutzi shared that the announcement from MyMainStreet became public the following week and includes:

- 1) Business Sustainability Program: which will provide up-to \$20,000 in non-repayable contributions to main street businesses.
- 2) Community Activator: which will provide up to \$250,000 in support towards placmaking projects.

Ms. Jutzi shared that including the Tourism Growth Fund grant project, the Downtown Kitchener BIA will be submitting three grant applications: DTK Traveler's Tour, DTK Art Walk and the Sunset Series. Staff will also continue to encourage businesses to apply for the Business Sustainability Program.

WASTE REMOVAL UPDATE

Linda Jutzi shared that the Region of Waterloo waste removal contract comes due in March 2026. The Region has hired Dillon Consulting who will assist in the consultation process, and that recommendations and findings will be presented to Regional Council in early Spring.

Ms. Jutzi expressed concern to Regional staff regarding Dillon Consulting stopping into businesses during the day on a Monday or Tuesday as many of them are closed. The Region of Waterloo has since agreed to host a membership meeting on Tuesday, January 30th from 1:30 p.m. to 4:00 p.m., at the Downtown Kitchener BIA office. This will be an opportunity for members to express their concerns regarding waste removal in the core.

Directors further discussed:

- Suggestion about a possible automated arm system.
- Addressing recycling and compost.
- Consultation methods, including online opportunities.

INTRODUCTIONS

Quorum was met and the meeting officially began with Darryl Moore as Chair at 9:05 a.m.

Directors welcomed new Councillor Stephanie Stretch to the Board of Director Meeting.

APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

Moved by Sarah Pearson, seconded by Michael Rederer

"That the Board approves the January 24, 2024, agenda."

Carried Unanimously

APPROVAL OF MINUTES

Moved by Cara Watson, seconded by Michael Rederer

"That the Board approves the November 22, 2023, meeting minutes with adjustments."

Carried Unanimously

BRAMM YARDS

City of Kitchener staff, Brian Bennett and Jay Brown joined the meeting to discuss the Bramm Yards project. Mr. Brown and Mr. Bennett shared the projects background, proposed vision, and development principles.

Throughout the presentation, the group discussed:

- What type of housing would be proposed within the project, and the importance of it being affordable.
- The build process that will be followed, how the land will be sold, including review parameters.

- Anticipated length of project.

Mr. Brown noted that if Directors have any further questions and/or concerns, staff would be happy to schedule an in-person meeting with them to discuss further.

Action Item: Linda Jutzi to share the Bramm Yards presentation slides with the Board of Directors.

Following the presentation, Directors stressed the importance of Board package pre-reads, especially with significant projects, similar to Bramm Yards, that are relevant to the BIA.

SPONSORSHIP EXPECTATIONS

Linda Jutzi provided a draft outline of sponsorship expectations for Board review.

Ms. Jutzi noted the importance of setting standards when we are giving away money, and feels a professional Memorandum of Understanding would be beneficial.

Directors discussed:

- Recognition should be provided any time we give away money. Without acknowledgement, the membership will not see what we are doing.
- Each agreement would be signed by another Board Director; likely someone on the Finance Committee.
- The importance of setting expectations with provided funding.
- Potential requirements to include use of Downtown resources.
- The value in use of staff time to be outlined within the agreement(s).
- Agreements will vary based on a number of factors, including aligning with the program organizers sponsorship levels.

Directors agreed that this is an operational decision, and no motion is required.

DTK TRAVELER'S TOUR

Linda Jutzi provided a preread highlighting the DTK Traveler's Tour overview, participating businesses, family engagement, as well as marketing and promotions. Ms. Jutzi noted that the program was designed by Arnold Yescas, to showcase and celebrate downtowns diversity, especially during a slow season.

DTK VALENTINE RETRO SKATE NIGHT & FUSE

Linda Jutzi provided a preread highlighting the DTK Valentine Retro Skate Night programming details, and member involvement. The program was designed by Lori Muller. Ms. Jutzi noted that with an additional staff member, the team is now able to add more activation.

SURPLUS FUNDS DISCUSSION

Directors continued the discussion from November's Board Meeting, on potential use of the accumulated surplus funds. Directors discussed the following:

- In addition to an art installation, developing another program to pay for, or subsidize, street lighting and décor.
- Experiences for individuals and families to discover the Power of Play; fostering community engagement and whimsical moments while strolling and inhabiting the downtown core.
- Desire to see something art related over infrastructure, as this is something the City should be responsible for. However, would consider something similar to, the lighting installations used in Uptown Waterloo.
- This is a unique opportunity to create something permanent - it is what the surplus is for.
- Hybrid public art and placemaking piece, with changing climate in mind. Thinking heat domes, shade structures to contribute to cooling. These pieces could live with green space, improving the opportunity for people to be outside.
- Suggestion to cap the surplus funds at 75%, and putting the remaining 25% towards something vital that would help businesses survive.
- Not in favour of public art unless there is green space.
- Love the idea of an impactful piece and gathering. Would like to see what our dollars translate into, as it may not be the impact we want.

ADJOURNMENT

Moved by Laird Robertson, seconded by Jordan Dolson

"That the meeting adjourn."

Carried Unanimously