



October 26, 2022  
8:30 a.m. – 10:30 a.m.  
McCabe's Kitchener

## BOARD OF DIRECTORS • MEETING MINUTES

**Present:** Darryl Moore, Erika Holenski, Phong Tran, Cara Watson, Darren Becks, Councillor Sarah Marsh, Linda Jutzi, Julie Phillips

**Regrets:** Stefanie Golling, Michael Rederer, Martha Wallace, Benjamin Mathew, Sgt. Kelly Prebble, Councillor Debbie Chapman, and Mayor Berry Vrbanovic.

**Recorder:** Katelyn Remus

The meeting began at 8:36 a.m., with Darryl Moore as Chair.

### APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

*Moved by Julie Phillips seconded by Cara Watson*

"That the Board approves the October 26, 2022, agenda."

**Carried Unanimously**

### APPROVAL OF MINUTES

*Moved by Councillor Sarah Marsh,*

*seconded by Phong Tran*

"That the Board approves the September 28, 2022, meeting minutes."

**Carried Unanimously**

### WRPS UPDATE

Sgt. Kelly Prebble was unable to attend the meeting.

Linda Jutzi shared that the Board package included another letter to the Police written by Linda. The response received was that Cst. Jake Hunter will be finished on Nov 1. WRPS has something else in the works, including having each platoon come to DTK to do a check during their shift. Linda shared that she will be meeting with Liam Brian the first week of November and will continue to advocate.

Darren Becks shared that he has connected with Dan Chapman (CAO of City of Kitchener) and Dan has connected with senior leadership. There is unanimous agreement that on the ground police presence makes a difference. The Central Division will continue to provide additional presence. There will be no new commitments until the new Police Chief is announced.

### PROGRAM OVERVIEW & QUESTIONS

Linda Jutzi shared the report on Oktoberfest and the Ambassador Street Squad. The Bluesfest report will be coming to a future meeting.

Oktoberfest questions/comments:

- Oktoberfest looked good but expected more people. The weather was not the greatest, the wind blew down some selfie spots, the streets were dark when she was there between 3:30-6 p.m. Also

- didn't see any of the mascots and received comments that there were minimal German things.
- Linda: There was good entertainment, a steady flow of traffic and it felt like Oktoberfest delivered. Linda mentioned that she feels like the BIA should continue to invest in Oktoberfest annually and that is impactful on King St. Linda did reach out to Oktoberfest about the lack of promotion a few days prior to the event.
  - Julie: Lots of people on the Friday night, noticed a lot of people parking illegally.
  - Phong: Shared that it was nice to have Oktoberfest downtown again. The weather didn't help but the entertainment was great. Phong mentioned that only having 1 busker was less exciting for people to watch. There was great energy, he only saw the official opening of Oktoberfest on the Friday, felt that the streets seemed dark and stated that it would be nice to have fire pits around for people to warm up with because the weather is unpredictable.
  - Darryl: Shared that he worked with City of Kitchener Licensing and Alfred about purchasing beer. The vision of the tent at City Hall was a nice thing and long overdue. Darryl mentioned that he heard that people didn't know when Oktoberfest was this year.

#### Ambassador Street Squad questions/comments:

- Erica: Would like to see them around at festivals. In the future, can we have an information hut that people could go to for information? The Ambassadors could work at the hut.
- Julie: Can the recommendation to be coupled with metal signs that have QR codes that show where parking, washrooms, etc. are? Julie asked that signs with the QR codes be placed at the edge of the downtown where people would be looking for parking.
- Darren: two poles in front of City Hall will be wrapped as a trial. The QR codes will link to the Downtown Kitchener website.

#### Christkindl update from Linda Jutzi:

- Meetings are taking place with the BIA & City of Kitchener. The Christkindl committee is not at the meetings and there is less input by the Christkindl committee. Monica Reed has retired.
- The windows at Andrin will be decorated.
- Working on getting an indoor warming space.
- There will be vendors inside but less than previously as the 2<sup>nd</sup> floor and back rooms at City Hall are no longer accessible.
- There is currently no location for the kids programming. Linda is in conversations about where there is a need for indoor children's programming. The man who ran the train has retired and the people who ran the puppet show stated they cannot sit outside in the cold anymore.
- The pop-up space at City Hall is currently a construction office until the end of the year.
- The inside of 44 Gaukel is being activated for KRAMPUSKindl and Linda suggested that a warning be put outside of the building. Due to the activation, 44 Gaukel is not available for programming.
- Hoping to activate all 34 huts (more than ever before)
- Darren mentioned that you can have fire pits if you work with Fire ahead of time
- Linda stated there will be more answers before the next board meeting.
- Phong asked the question: Can we use empty store fronts? Linda answered: she will be talking to some people who have empty store fronts and that Andrin has said no to children's programming.
- Sarah asked Linda to go back to Jeff Young at the City of Kitchener to see if something can be worked out with a space at City Hall for kids programming.

### **THE COLLECTIVE (PUBLICATION)**

Breanna Crossman and Curtis Grimba joined the meeting.

Linda Jutzi shared that the purpose of the magazine and intended audience are people who have chosen to make DTK their home. The Collective is different than Own It and the team

didn't want it to conflict with Own It. The team wanted a guide for how to get things in DTK when you live here. Linda congratulated Breanna and Curtis.

Breanna and Curtis shared that the feedback on The Collective has been amazing, and they've received encouraging messages from people who let them know they will be putting the magazine on their coffee tables. 20,000 copies were printed and went to 18,000 homes in and around DTK and delivered to pick up points in DTK. The Market, Community Centres, KWAG and the Walper have received copies. The team shared that the Crown Plaza doesn't put out BIA stuff. Real estate agents have been coming in to get magazines and downtown dollars for clients. Curtis shared that he took the picture that is on the front cover and shared the story of the precarious situation of how it came to be. The team shared that there were close to 3,000 reads online with QR codes scattered throughout the publication. The top scan is currently parking, with the second being the Art Walk and the third the Shopping and Dining Guide. The BIA team mentioned that they don't do as much print as they used to, but The Collective is one of the bigger print investments.

Comments/questions:

- Erica likes how it is categorized, the length and that it is very readable. Curtis shared that they wanted to showcase businesses as best as possible. The average read time is 4 minutes and 27 seconds which speaks to the longevity of readership. People are reading the content and looking at the publication.
- Darryl asked: Where can the digital copy be found? The BIA shared that it is posted on ISSUU with a link through Instagram and Facebook. Breanna said that she will add a link on the website. She also shared that they are able to add/re-upload without losing stats when making adjustments to the magazine.

Linda spoke to the error in The Collective. She took responsibility for this. Linda noted to the Board that the park was referred to as Victoria Park in all three incidences and that the Indigenous name was in parentheses after the name Victoria Park. The mistake that was made was that the Collective referred in the parentheses as Willow Tree Park and should have been Willow River Park. The team shared that the digital copy of the magazine has been updated to Willow River Park.

Action: Determine best practices for using the Land Acknowledgement moving forward as the Land Acknowledgment is not legislated. Create a policy for the BIA to address issues and have the Governance present a recommendation on how to address Victoria Park moving forward.

Darren shared that because the DTK brand is shared, the City of Kitchener Communications teams needs to be included. This will be a good opportunity to review the brand guidelines. Darren mentioned that UW released an updated brand guideline that includes language guidelines that can be referenced.

*Moved by Julie Phillips, seconded by Phong Tran*

*"That the Board approves the motion to go in-camera"*

**Carried Unanimously**

**NEW BOARD DIRECTORS & ADJOURNMENT**

*Moved by Phong Tran, seconded by Julie Phillips*

"That the Board leaves the in-camera session, and that the meeting adjourns."

**Carried Unanimously**