



Downtown
Kitchener
Business
Improvement
Area

May 28, 2025
8:30 a.m. – 10:30 a.m.
260 King St. W., #300
Kitchener, Ontario

BOARD OF DIRECTORS - MEETING MINUTES

Present: Linda Jutzi, Darryl Moore, Cara Watson, Martha Wallace, Jordan Dolson, Julie Phillips, Laird Robertson, Michael Rederer, Sarah Pearson, Councillor Stephanie Stretch, Aura Hertzog, and Sgt. Ryan Leslie.

Regrets: Phong Tran, Councillor Debbie Chapman, Jessica Toomer, Mayor Berry Vrbanovic, and Cory Bluhm.

Recorder: Stefanie Golling

The meeting began with Darryl Moore as Chair.

APPROVAL OF AGENDA/DECLARATION OF CONFLICTS

Moved by Jordan Dolson, seconded by Julie Phillips

"That the Board approves the May 28, 2025, agenda."

Carried Unanimously

APPROVAL OF MINUTES

Moved by Laird Robertson, seconded by Cara Watson

"That the Board approves the April 23, 2025, minutes."

Carried Unanimously

WATERLOO REGIONAL POLICE SERVICE

Sgt. Ryan Leslie joined the meeting on behalf of WRPS and provided the following updates: intention to share more wins and changes in downtown resources, review of data and direction of services, discussion surrounding the Smoke Free Ontario Act, continued collaboration with partners and the new community space.

Linda Jutzi introduced the BIA's new Community Safety & Wellbeing Coordinator, Alison Brown. Ms. Brown will work alongside WRPS to ensure that data is being collected and submitted on behalf of downtown businesses.

Directors further discussed: the community space, resources and information sessions for businesses, and member feedback following the Safety Town Hall Meeting.

OVERNIGHT SECURITY

Sgt. Ryan Leslie noted that the reports from TNT Overnight Security help guide the visibility officers daily. In June, Linda Jutzi will provide an overview of the program's progress and the incurred and anticipated expenses.

DTK SAFETY AMBASSADOR PROGRAM

Recognizing the program's success, Linda Jutzi shared that a portion of the allocated funds was used to hire two additional DTK Safety Ambassadors for the patio season. These part-time ambassadors, with a total cost of \$56,000, will serve through the end of October.

Councillor Stephanie Stretch noted that when Council was asked to support the addition of two full-time permanent ambassadors, they requested that staff also seek possible contributions from the BIA. Councillor Stretch identified this as a consideration for future budget planning.

TOWN HALL FEEDBACK

The group expressed optimism about the recent improvements in safety measures, including quicker WRPS response times and the effective support from the DTK Safety Ambassadors. While the rapid implementation was praised, concerns about the Region's lack of concrete action were raised. Ongoing challenges such as public washroom access and the need for third spaces were highlighted.

A public survey is planned to gather broader input. However, it was emphasized that business-specific feedback is also needed.

Action item: Linda Jutzi to survey businesses and share results at an upcoming Board Meeting.

Action item: Public washrooms to be discussed at a future meeting.

BOARD COMPOSITION

Moved by Jordan Dolson, seconded by Michael Rederer

"That the Board moves in camera."

Carried Unanimously

Moved by Michael Rederer, seconded by Julie Phillips

"That the Board moves out of camera."

Carried Unanimously

PALETTE X PALATE

Arnold Yescas and Lori Muller joined the meeting to discuss Palette x Palate.

Mr. Yescas outlined efforts to increase business engagement and activate the streets through live music, roaming entertainment, art installations, and new programming.

Ms. Muller provided an update on *the* Art on the Edge program, which features 16 vibrant patio murals created by local artists. The murals, which were commissioned with ownership retained by the BIA, will be protected with anti-graffiti coating and installed the week of June 9.

2026 OPERATING BUDGET DIRECTION

Linda Jutzi provided Directors with an overview of the interactive process for developing the 2026 operating budget.

Additional discussions included clarifying funding amounts, considerations for a potential boundary expansion, and implementing a new waste collection system downtown through the Region of Waterloo.

ADJOURNMENT

Moved by Michael Rederer, seconded by Laird Robertson
"That the meeting adjourns."

Carried Unanimously