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| |  |  | | --- | --- | |  | June 24, 2020  8:30 a.m. – 10:30 a.m. Zoom Meeting | |  | |  |  | |

**BOARD OF DIRECTORS • MEETING MINUTES**

**Present:** Linda Jutzi, Darryl Moore, Erika Holenski, Phong Tran, Cara Watson, Councillor Debbie Chapman, Kathy Crossley, Councillor Sarah Marsh, Michael Rederer, Benjamin Mathew**,** Cory Bluhm, Cst. James Mitchell and Julie Phillips.

**Regrets:** Mayor Berry Vrbanovic

**Guests:** Dale Percival, Tom Mennill and Ross Weber

**Recorder:** Stefanie Golling

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

**APPROVAL OF AGENDA/DECLARARION OF CONFLICTS**

*Moved by Kathy Crossley, seconded by Cara Watson*

“That the Board approve the June 24, 2020 agenda.”

**Carried Unanimously**

**APPROVAL OF MINUTES**

*Moved by Phong Tran, seconded by Kathy Crossley*

“That the Board approve the May 27, 2020 meeting minutes.”

**Carried Unanimously**

**WRPS UPDATE**

Cst. James Mitchell provided a brief update on the following:

* Graffiti
  + Still working on issues.
* Public facilities (cooling, warming and washrooms)
  + Charles Street Terminal – restored hours for washroom use.
  + Closure of YMCA for as of June 28, 2020.
  + Arrangements being made for influx at Radisson Hotel and Bridges.
* Safe Consumption Site
  + Construction running slightly behinds due to construction.

Linda Jutzi shared that the Discovery Team will be returning with safety measures in place.

**ORGANIZATIONAL BYLAW**

Linda Jutzi introduced Ross Weber (Madorin, Snyder LLP) who has been working with the Governance Committee to complete a *Governance Health Check* to ensure we are in compliance.

Mr. Weber provided an overview of the proposed category changes to the Organization Bylaw:

* Election of Directors
* Nominations
* Quorum
* Committees of the Board and Board Governance
* Execution of Document

**Action item:** Ross Weber to circulate potential adjustments for Governance Committee review. **Action item:** Linda Jutzi send new version to Board for approval prior to next Board Meeting.

**APPROVAL OF 2019 AUDITTED FINANCIAL STATEMENTS**

Tom Mennill and Dale Percival from KPMG joined the meeting.

*Moved by Councillor Sarah Marsh, seconded by Kathy Crossley*

“That the Board approve the 2019 Audited Financial Statements as presented by KPMG.”

**Carried Unanimously**

If COVID-19 results in business closures the 2020 BIA levy will not be affected. Cory Bluhm and Linda Jutzi confirmed this, as the Vacancy Tax Rate is no longer available.

**Action item:** Linda Jutzi and Darryl Moore to sign approved 2019 Financials.

**ART PROJECT 2020**

Linda Jutzi provided a brief update on the Art Project 2020:

* Approximately 12-14 locations will fit within the allocated budget.
* Legal agreements have been developed and sent to participating building owners.
* Once building agreements have been signed, the Kitchener-Waterloo Art Gallery will work on engaging with artists.
* Pending required signed agreements, the artwork should be up at the end of July 2020.

Staff are working on marketing material to promote the Art Project 2020, including an “Art Walk book” showcasing the various art investments throughout the core.

**REVISED OPERATING BUDGET**

Linda Jutzi provided an overview of the proposed revised Operating Budget.

*Moved by Councillor Debbie Chapman, seconded by Kathy Crossley*

“That the Board approve an increase to the Patio Program budget to $30,000.”

**Carried Unanimously**

**Action item:** Revise budget show should Patio Program under COVID-19 expenses.

**MARKETING UPDATE**

Linda Jutzi provided a marketing update with recommendations based on trends and Provincial/ Municipal announcements. Ms. Jutzi highlighted the need, plan, campaigns, and natural evolution of the brand within this update.

Following the presentation, Board Directors provided the following feedback:

* Marketing and promotion are key to getting people to the core during this time.
* There is a lot of focus on restaurants, please ensure we are engaging with other businesses.
* Love the evolution of the brand “Together We Own It”.
* It is important to continue Marketing, however, believe its wise to reduce spending during this time.
* Do Virgin Radio and KFun reach our target demographics?
* Social media will have the biggest pull to bring people Downtown.
* Attracting people Downtown through online and social media presence is important. However, do not see the value in print opportunities i.e. the Waterloo Region Record.
* People are looking for reinforcement that it is safe for them to visit.

*Moved by Cara Watson, seconded by Erika Holenski*

“That the Board approve the Marketing Budget at $100,000 as presented.”

**Carried Unanimously**

**PATIO & ROAD CLOSURES**

Teagan McKenna providing the following updates:

* Patio installs will continue this week and next pending fencing and weather.
* In attempt to make an informed decision data is being collected 3 times per day in 2-hour increments to pair with experiences businesses are having.
* Looking into placing picnic tables around areas without a patio.
* Gaukel Street is now closed from Charles to Joseph Street

Board Directors provided the following suggestions/comments:

* Space can work to our advantage as it allows for additional social distancing.
* Make considerations for parking and turning lanes.
* Like the idea of closing Thursday to Sunday weekly until October.
* It is problematic when opening and reopening streets; consistency is the best thing.

**Action item:** Economic Development to put together a report with results from the City of Guelph.

**BELLS LANE**

Cory Bluhm provided an update on Bells Lane, indicating the need for resurfacing.

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**OTHER BUSINESS**

Erika Holenski thanked and congratulated staff on winning the Breakthrough Award through Sustainable Waterloo Region for the Organic Waste Diversion Program.

**Action item:** Stefanie Golling to setup a Doodle Poll for availability at the July and August Board Meetings to determine quorum.

**Action item:** Stefanie Golling to send invitation to Waterloo Region Public Health Town Hall taking place on Thursday at 10:30 a.m..

**ADJOURNMENT**

*Moved by Erika Holenski, seconded by Kathy Crossley*

“That the meeting adjourn.”

**Carried Unanimously**