



**Downtown  
Kitchener  
Business  
Improvement  
Area**

September 25, 2024  
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, Phong Tran, Martha Wallace, Councillor Debbie Chapman, Jessica Toomer, Jordan Dolson, Julie Phillips, Laird Robertson, Michael Rederer, Sarah Pearson, Councillor Stephanie Stretch, Aura Hertzog, and Cory Bluhm.  
**Regrets:** Mayor Berry Vrbanovic, Cst. James Mitchell, and Cst. Lee Elliott.  
**Guests:** Tracy van Kalsbeek, Arnold Yescas  
**Recorder:** Stefanie Golling

The meeting began with Darryl Moore as Chair at 8:33 a.m.

### APPROVAL OF AGENDA/DECLARATION OF CONFLICTS

*Moved by Jordan Dolson, seconded by Julie Phillips*

"That the Board approves the September 25, 2024, agenda with amendments."

**Carried Unanimously  
(1) Declared Conflict of Interest**

*Moved by Laird Robertson, seconded by Jessica Toomer*

"That the Board approves the June 26, 2024, minutes."

**Carried Unanimously**

### Q2 FINANCIAL REPORT

Phong Tran provided an overview of the Q2 Financial Reports, including the Balance Sheets and P&L Statements.

*Moved by Laird Robertson, seconded by Jessica Toomer*

"That the Board moves approves the Q2 Financial Report, as presented by Phong Tran."

**Carried Unanimously**

### GOSPEL BLUES BREAKFAST

Linda Jutzi provided an overview of the 2024 event. The Board discussed its cost, impact, coverage, and alignment with the Strategic Priorities.

## DIA DE LOS MUERTOS

Arnold Yescas joined the meeting to provide an update on Dia de los Muertos programming for 2024. This year, the team is partnering with TLN Media Group (the organizers behind Salsa in Sinclair) to push the event forward and expand on cultural programming.

Activations and member engagement are still being finalized; however, to date, it will take place at the following locations: Kitchener Market, Vogelsang Green, Goudies Lane, Speakers Corner, Don Julio Tacos & Tequila, and Casa Toro 88. Additionally, the team is working with Stroll Walking Tours on a special walk to showcase Latin American businesses downtown, their culture, and food.

**Action items:** Directors should contact Linda Jutzi if they would like to participate in the Dia de los Muertos parade.

## KITCHENER-WATERLOO OKTOBERFEST

Tracy Van Kalsbeek joined the meeting to provide an update on the 2024 free festival programming in DTK.

- Willkommen Platz
  - Friday, October 11 to Sunday, October 13
  - Carl Zehr Square, along King Street (from Ontario to Water Street)
- Official Keg Tapping
  - Friday, October 11, beginning at noon
  - Carl Zehr Square
- KIDtoberfest
  - Friday, October 11 to Sunday, October 13
  - City Hall - Rotunda
- DOGtoberfest
  - Saturday, October 12 and Sunday, October 13
  - Gaukel Block
- Thanksgiving Day Parade
  - Monday, October 14, beginning at 9:30 a.m.
  - Starting at Weber Street East and Frederick Street
- KWO is excited to share that they are working with GO Transit to offer the LederGOsen Line from Toronto to Kitchener on Saturday, October 12 (for \$24.99 per rider).
- Hans Haus is back for a limited time in Square Peg.

Linda Jutzi thanked Ms. Van Kalsbeek for being receptive to the feedback provided in 2023 and making adjustments to best suit the downtown business community.

## BOARD TRAINING/GOVERNANCE REFRESH

Linda Jutzi shared that as we review the draft 2025 Operating Budget and with more recent requests for the BIA to focus on initiatives outside the scope of our priorities, she felt it was important to provide a review of the Board's responsibilities to help us stay on track.

Julie Phillips walked the Board through a presentation, highlighting expectations, roles, committees and expected timelines.

## DOWNTOWN ENTERTAINMENT, ARTS AND CULTURE MARKET SCAN

Linda Jutzi provided an overview of the Downtown Entertainment, Arts and Culture Market Scan prepared by Tate Research. The Board discussed tourist habits, social contributions, trends and comparable areas to Downtown Kitchener.

## 2025 DRAFT OPERATING BUDGET

Linda Jutzi presented the draft 2025 Operating Budget to the Board for review and feedback. The Board discussed the budget's revenue and expenses, including the expense line items under Activate, Beautify & Enhance, and Connect. Based on the Director's feedback, Ms. Jutzi will adjust the following budget categories: Event Labour, Arts & Culture (Window decorating and lighting), and the Patio Program.

**Action item:** Linda Jutzi to present a revised version of the budget to the Board at the October meeting.

**Action item:** Linda Jutzi to have Matt Creative present the Downtown Lighting Activation to the Board in October.

**Action item:** Linda Jutzi will add the Patio Program to the January agenda and discuss its format.

## ADJOURNMENT

*Moved by Laird Robertson, seconded by Cara Watson*  
"That the meeting adjourn."

**Carried Unanimously**