



May 26, 2021
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, Benjamin Mathew, Councillor Debbie Chapman, Julie Phillips, Kathy Crossley, Michael Rederer, Councillor Sarah Marsh, Cst. Amanda Gruber, Mayor Berry Vrbanovic, and Darren Becks.
Regrets: Cory Bluhm
Guests: Breanna Crossman, Dale Percival and Tom Mennill
Recorder: Stefanie Golling

The meeting began at 8:30 a.m., with Darryl Moore as Chair.

APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

Moved by Councillor Sarah Marsh, seconded by Julie Phillips
"That the Board approve the agenda."

Carried Unanimously

APPROVAL OF MINUTES

Moved by Phong Tran, seconded by Erika Holenski
"That the Board approve the April 28, 2021 meeting minutes."

Carried Unanimously

WRPS UPDATE

Cst. Amanda Gruber joined the meeting, and shared the following updates:

- Cst. Gruber has shared concerns with supervisors.
- Unwanted person calls.
- For liability reasons, WRPS is unable to provide de-escalation training.
 - There are companies that offer retail training online as an alternative opportunity.
- New HOF location has not yet been released. Once it is, Cst. Gruber will share details with Linda Jutzi.

KPMG FINANCIAL AUDIT

Dale Percival and Tom Mennill joined the meeting to review the BIA audit. This year, due to COVID-19, the audit was completed virtually. Mr. Percival shared that there were no significant changes used when preparing the statements.

Mr. Percival shared the following changes and/or activity:

- Cash balances - attributed to by decrease in spending.
- Accounts receivable – there was a decrease; less spending and a reduction in HST claim.
- Liability – increase in current year as a result of Downtown Dollars given away throughout the year. This was payable to street art signage (DTK Art Walk).
- Decrease in some programming and events.
- Increase in Member Relations: Downtown Dollars, street art (DTK Art Walk), and increase in media. There was a surplus of \$38,000 for 2020.

The Board discussed the following:

- Q: Is there a common practice for liability of Downtown Dollars?
 - A: There is something called a *Breakage Amount*. The likelihood it would never have to be settled. This makes sense of the usage.
- Q: Next year, can the audit include breakout information for each line item.
 - Action item: Dale Percival to provide a further breakdown to include with the Financials.

Moved by Phong Tran, seconded by Michael Rederer

“That the Board approve the audit as presented by KPMG.”

Carried Unanimously

THE WORKING CENTRE

Linda Jutzi shared that the Discovery Team will launch once restrictions have lifted. Below is an outline for both teams:

Clean Team 2

- Operating 3.5 hours per day, Monday to Friday; plus 3 hours on Saturdays.
- Schedule: May 31 to December 3
- \$1,154/week – total spend \$30,000

Discovery Team

- Operating 4 hours per day, Thursday to Saturday
- Schedule: 26 weeks, start date TBD
- \$1,500/week – total spend \$39,000.

The total anticipated annual spend for both teams is \$69,000.
This year's plan shows a reduction of over \$30,000.

PATIO PROGRAM

Linda Jutzi shared that the patio program is ready to launch, and that the social media feedback thus far has been awesome. Ms. Jutzi shared that a detailed report will be shared at the June meeting, as invoices are still coming in.

The BIA has received a record-breaking number of requests this year. Example: Kinkaku Izakaya. Additionally, there have been a few collaborative efforts amongst businesses.

- Sugar Run will take over the parking lot of 20/20 Vision Clinic. The BIA supported this initiative through the Community Builder Grant, by providing funding towards, string lights, and fencing.
- AOK Craft Beer & Arcade will take over the back space (along Halls Lane) with the support from CMG Entertainment. CMG Entertainment coordinated the power-washing, painting of space, and fencing for the pop-up patio. The BIA supported this initiative through the Art Walk, by coordinating a new large-scale mural.

Darren Becks shared that City staff are turning applications around quickly. The Operations team have also been very accommodating. Mr. Becks added that flowers will start to be planted today.

Ms. Jutzi shared that there was a breakdown in communication. The Water Street construction has now been delayed to (likely) October. It is important that businesses have more details around large-scale construction projects that impact them. Disruption in a business district is different than residential. Better communication will ensure this does not happen again, allows the BIA to understand what is coming down, and will allow Downtown to continue to share positive stories.

Erika Holenski thanked Councillor Debbie Chapman for the great representation of the businesses in her recent interview on CBC. Ms. Holenski noted that Councillor Chapman was able to spin a negative story to neutral territory.

Councillor Sarah Marsh added that it has been a good learning experience. Staff will give a better effort to communicate and mitigate challenges. The City acknowledges room for improvement, and work to do better.

LIVE ENTERTAINMENT

Linda Jutzi shared that the city has been working on a live entertainment plan, but was not ready for today's meeting. Ms. Jutzi would like to make the recommendation that we have another 1-hour Board Meeting on June 7th and provide the city with the opportunity to present their live entertainment ideas.

Action item: Stefanie Golling to send Doodle Poll for special Board Meeting.

In the fall when hosting consultations, there was a lot of member feedback around businesses wanting to book their own entertainment. From this feedback, \$70,000 was set aside in a live entertainment fund.

MEMBERSHIP TOWN HALL

Linda Jutzi shared that when restrictions permit, and we can have 25+ people outside, the Board should plan a Town Hall meeting. This could potentially take place late July, or August.

MARKETING

Linda Jutzi shared that Breanna Crossman has returned from maternity leave. Ms. Crossman has over 10 years experience with the Kitchener BIA and it has been a delight to welcome her back.

Ms. Crossman thanked the Board for their time, and the opportunity to share a marketing review and plan:

2020 Overview

Marketing

- CTV commercials
 - DTK Art Walk, patios, and supporting local.
- Social media - While you are at Home, Feel Good Fridays, Staycation Series, and the Holiday Gift Giving Guide.
- Radio
- Print - Toque Magazine, and the DTK Art Walk Field Guide
- Online - Offer resources and up-to-date information to businesses about covid.

Events & Programming

- DTK Art walk
- Scavenger hunt and contests
- Sidewalk murals
- Create and deploy PPE
- Business sustainability grant
- Holiday window painting and displays

2021 Planning

- DTK Patio program
- Production and implementation of CTV commercials
- Development of pre-reel
- Social media campaigns
- Print advertising
- Development and distribution of patio guide
- Email marketing

Looking ahead

- Creation of a publication focusing on condo dwellers
- Further development of social media strategies
- Update brand strategies
- Event and business marketing
- Community connections and new collaborations

Questions from the Board:

- Has the BIA had the chance to collaborate with the KPL?
- Can the commercials be loaded to our YouTube?
 - Push Bell Media and pay additional for production to have that content, if necessary.

Action Item: Linda Jutzi to connect with Bell Media regarding usage of commercials.

ADJOURNMENT

Moved by Julie Phillips, seconded by Kathy Crossley

“That the meeting adjourn.”

Carried Unanimously