



June 23, 2021
8:30 a.m. – 10:30 a.m.
Zoom Meeting

BOARD OF DIRECTORS • MEETING MINUTES

Present: Linda Jutzi, Darryl Moore, Erika Holenski, Cara Watson, Councillor Debbie Chapman, Julie Phillips, Councillor Sarah Marsh, Mayor Berry Urbanovic, and Darren Becks.

Regrets: Phong Tran, Benjamin Mathew, Kathy Crossley, Michael Rederer, Cst. Amanda Gruber and Cory Bluhm.

Guests: Rob Barkshire

Recorder: Stefanie Golling

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

APPROVAL OF AGENDA/ DECLARATION OF CONFLICTS

Moved by Julie Phillips, seconded by Councillor Debbie Chapman

“That the Board approve the agenda.”

Carried Unanimously

APPROVAL OF MINUTES

Moved by Erika Holenski, seconded by Cara Watson

“That the Board approve the May 26, 2021, meeting minutes.”

Carried Unanimously

WRPS UPDATE

Linda Jutzi shared that Community Engagement Officer, Cst. Brad Hickey will be moving onto a new role within WRPS and will be missed in the downtown. Ms. Jutzi hopes to see a replacement for him soon.

Email update on behalf of Cst. Amanda Gruber:

“CRO (Community Resource Officers) are transitioning to Community Engagement Officers as part of a realignment within the WRPS. A new Community Engagement and Wellbeing Branch has been developed to respond to the growing needs within the community. The team will expand in size and will be regionally located at the South Division in Cambridge. For the time being, Cst. Gruber and Cst. Errey will still be responsible for supporting Central Division and can be reached via email. New contact information will be available shortly as the transition to the new location is happening this week.”

PATIO PROGRAM

Linda Jutzi shared that while members are grateful for their patio, they have expressed disappointment in the sails. Ms. Jutzi feels it is important to note that the contractor followed the requirements based on what was provided.

Darren Becks added that in effort to expedite the process, Fire and Building provided the necessary requirements for the sails. Patios/shades are considered structures, as they are non-collapsible. Staff were operating in a grey space and provided requirements to meet code without requiring regular approvals. All shade coverings were required to be permeable and fire retardant.

Following a meeting with Fire and Building last week, they are now willing to modify the sail fabric given the contractor and the BIA conformed to the proper sizing and space between. Ms. Jutzi has since spoken with the contractor, and they are willing to install new coverings, at cost. The custom covering would take 6 to 8 weeks from approval to manufacture and would not exceed \$15,000.

Director comments:

- Ms. Jutzi shared that she and Treasurer, Phong Tran have reviewed the financials, and are in a healthy position, and have an underspend for winter programming and the Working Centre.
- We should do what we need to do, to make patios the best they can be.
- Are we able to keep the original sails and repurpose?
 - Yes, there are places we could use the old sails.
- Based on experience, people do not come out when it rains, and prefer to eat inside. 6 weeks from now would bring us to August 4th, we may be in stage 3 at this time. Recommendation to look at again next year.
- The current sails do not provide much shade. With global warming, we can expect it to be warm later in the year. If we can replace all for \$15,000 or less, we should.
- Look at water run off.
- Shade is important. What's getting sun and shade now, will be different to August. Can someone in planning (City of Kitchener) complete a shade analysis for those months?
- Start with some and complete the rest next year to ensure we are meeting objectives. Some businesses may benefit to patio heaters instead.
- Many people are willing to sit on patio during rain. We should extend the life of patios, and complete now. People may not want to go indoors in stage 3 and may be more excited to stay outside on a patio. Make the patios weather resistant long-term.
- Keep uniform look and make downtown look better by being cohesive.
- There is value logistically in having done, not trying to address in early 2022 setup.
- Spend the money this year, we have it. We do not know what next year will be.

Moved by Cara Watson, seconded by Councillor Sarah Marsh

“That the Board agrees to an additional spend under the Patio Program to replace the sails on some/or all, of the patios, where most applicable, to a maximum of \$15,000.”

Carried Unanimously

LIVE ENTERTAINMENT FUNDING

The Special Board Meeting on June 9th did not meet quorum. In summary, the Kitchener Market plans to host a live music and performance series for 10-weeks starting in August. The series would be a collaborative approach between the Kitchener Market, Creative Industries, and the BIA. The intention is to use the series as a pilot and build on the opportunity.

Linda Jutzi shared that the requested funds should come out of the Community Builder Grant Fund, not the Live Music budget. The Live Music funds should go to help the businesses and get people to their patios.

Director comments:

- Hesitant to take these funds out of the Live Music budget; agree that it should run through the Community Builder Grant Fund.
- Feedback received is that members would like to program their own entertainment. If we can supply them with the maximum, it would be optimal. Recommend turning to the Community Builder Grant, as there are funds there.
- Hesitant, not sure if people would actually want to wonder to the Market District.
- We are getting better at physical distancing – especially at the Kitchener Market.

Moved by Erika Holenski, seconded by Cara Watson

“That the Board agrees to allocate a maximum of \$10,000 to the City of Kitchener for the live music series during the Summer 2021, when it is safe to do so under Public Health guidelines. This commitment for funds will be reviewed based on start dates and number of weeks that the program runs.”

Carried Unanimously

TD KITCHENER BLUES FESTIVAL

Linda Jutzi has been in conversation with the TD Kitchener Blues Festival. Festival organizers are looking at the weekend of August 6/7, and August 13/14. Organizers intend to work with different businesses across the core on a small scale. Ms. Jutzi proposed that we up our support to \$20,000 for two-weekends. Typically, we give \$30,000 in sponsorship for the large event.

Rob Barkshire joined the meeting and provided an overview of “KBF Crossroads 2021”.

- ✓ Local artists
- ✓ 8 venues, many within the core (The Crazy Canuck, McCabe’s, Sugar Run, Rich Uncle, Jack Burger, Bobby O’Brien’s, Crabby Joes).
- ✓ Live stream from two locations – Bobby O’Brien’s, and Crabby Joes.
Video production is in the making for between sets.

The festival will be a big change from last year, with the hope to extend activities to following weekend.

Board questions:

- If the BIA is able to increase their contribution, and KBF didn't get other funding through grants, would the money allow KBF to have a full second weekend? What would be the impact?
 - There is a little bit of risk, they are very close. By dropping streaming, KBF would save \$6,000 from each location.
- Consider AOK Craft Beer & Arcade as another potential venue.
 - KBF philosophy has been to deliberately partner with managed facilities.
- Is the idea to have entertainment indoors or out?
 - Predominately outdoors as it is a safer environment. Music would be within, and/or adjacent to patios.
- Any communication with THEMUSEUM?
 - No, partnered with clubs that they typically have in the past.
 - Kitchener Market? KBF had discussions with the market, however there were a few roadblocks, and organizers decided not to go there this year.
 - Why was the Kitchener Market not advantageous?
 - Sound quality issues, and they were not allowed on piazza. The goal is to support businesses who have suffered.
 - A little disappointed, not giving a chance. Surprise acoustics are not good enough. Not sure why we couldn't use piazza. Plea to reconsider if KBF can go back to the Kitchener Market to make this work
 - COK Staff are working with Sherwood Music on acoustics.
- What would happen if the reopening plan is delayed?
 - KBF has decided to cancel if they have to go beyond a certain number of people. Artist contracts reflect this.

Ms. Jutzi thanked Mr. Barkshire for joining the meeting.

The Board engaged in further discussion surrounding the request for additional funds:

- Wonderful opportunity for local artists.
- Not saying no, however understanding they have the money to do what they want to do, questioning what the money would be used for.
- There is nothing wrong with putting restrictions on funding. If streaming doesn't help the BIA, we could say that it is not to go towards live streaming.
- Disagree with streaming, feeds a much larger marketplace than just downtown. Shows that the festival has survived the pandemic, it's letting people know downtown is alive and will be back next year. Personally, would support.
- Do they have a cover charge at the door.
 - No.
- Put a caveat that they reconsider the Kitchener Market as a venue.
 - Agree that the market consideration should be part of it.
- Hesitant that if restrictions limit audience, that shows will be cancelled. There should be some sort of guarantee.

- Other place to consider - roof top of Frederick and Benton parking garage.

Moved by Councillor Debbie Chapman, seconded by Councillor Sarah Marsh

“Subject to the Kitchener Flues Festival being allowed to and moving forward with 2 weeks summer programming of the Blues Festival, the BIA will support up to \$20,000 to help the 2021 outdoor festival with additional considerations of the use of free City venues.”

The motion carried with 4 votes in favour and 2 opposed

SUMMER SCHEDULE

The Board agreed to keep the original July meeting date.

Linda Jutzi shared that both herself and Darren Becks will be away for this meeting.

Moved by ?, seconded by ?

“That the Board agrees to cancel the August 25, 2021 Board of Directors Meeting.”

Carried Unanimously

DIGITAL SIGNAGE

The Board discussed the proposed digital signage on Benton Street. After an in-depth conversation, the Board agreed that the BIA does not have a position today, and that member feedback would be required. This decision is way to big for the BIA Board and belongs with the City of Kitchener.

If members wish to share feedback, they are welcome to sign up as a delegation at the Monday Council Meeting, 7:00pm.

ADJOURNMENT

The meeting adjourned.