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UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA MEETING MINUTES

COMMITTEE:	Board of Directors Meeting	DATE:	Friday, January 20, 2023
LOCATION:	Erb Room	TIME:	8:00 am
PRESENT	Rami Said, Vlad Blagovcanin, Melissa Durrell, Cindy Fawcett, Janet Weldon, Alnoor Keshvani, Julie Wright, Mandy Brouse, Kristin Sainsbury, Kristen Hammond and Dana Shortt (virtual) Staff: Tracy Van Kalsbeek, Diego Almaraz (minutes)		
REGRETS	Scott Higgins, George Tsintaris, Nick Benninger		
ABSENT			
APPROVE AGENDA & CONSENT AGENDA	Motion to approve the agenda and consent agenda made by Janet Weldon and seconded by Kristen Hammond. Motion carried.		
APPROVAL OF LAST MINUTES	Motion to approve the November 10, 2022 by Rami Said and seconded by Janet Weldon. Motion carried.		
NEXT MEETINGS	AGM: February 22 Board meetings: March 24, May 26, July 21, September 15, November 17		
CONFLICT OF INTERESTS	None declared.		



ITEM DISCUSSED	KEY DISCUSSION POINTS & ACTION	RESPONSIBILITY	TIMELINE
WELCOME AND OPENING REMARKS	<ul style="list-style-type: none"> • Melissa Durrell provided opening remarks and asked everyone to introduce themselves and share what they were most excited about in 2023. <ul style="list-style-type: none"> ○ Discussion followed. 	Melissa Durrell	
VICE CHAIR UPDATE	<ul style="list-style-type: none"> • Melissa Durrell acknowledged the work of the BIA staffing team and provided an overview of the history related to funding received years ago due to the BIA advocating to not have a Walmart put into Uptown. 	Melissa Durrell	
FINANCIAL REPORT	<ul style="list-style-type: none"> • Documents included in the Board package. 	Tracy Van Kalsbeek	
OPERATING PLANS	<ul style="list-style-type: none"> • Tracy Van Kalsbeek provided an overview of the 2022 metrics, highlighting the success of BIA initiatives, including receiving \$226,000 in grants. Further discussion included: <ul style="list-style-type: none"> • Melissa Durrell suggested doing a press release highlighting the high business retention rate and other metrics. • Mandy Brouse, Melissa Durrell and Julie Wright suggested expanding the St. Patrick's presence and to consider a parade for the future. Cindy Fawcett mentioned that the day is a great opportunity to host patios. • Alnoor Keshvani suggested using the AGM as a platform to promote the Gift Card to business members and using 50th Anniversary posters in future as merchandise. • Tracy Van Kalsbeek mentioned her involvement as a new Board Member at OBIAA and Chair of the Board at Explore WR Board. • Kristin Sainsbury mentioned that the office vacancy rate was reduced from 10% to 8% in the last quarter, very low compared to other downtowns throughout Canada. 	Tracy Van Kalsbeek	



	<ul style="list-style-type: none"> • Janet Weldon suggested including retail vacancy rate in 2023 operating metrics. • Discussion was held around pitching to retail businesses regarding opening or moving to Uptown. • Tracy Van Kalsbeek presented the 2023 Operating Plan and provided highlights. 		
<p>OFFICE/ED REPORT</p>	<ul style="list-style-type: none"> • Full Executive Director report in Board Package. • Board Members were asked for their help in promoting the Gift Card program to other businesses. • An update was provided about new businesses opening in Uptown. • Upcoming initiatives and events. Comfort Food Crawl happening on January 28. 	<p>Tracy Van Kalsbeek</p>	
<p>EXECUTIVE COMMITTEE ELECTION</p>	<ul style="list-style-type: none"> • Tracy Van Kalsbeek shared that due to no longer having a business presence in Uptown, Nick Benninger has tendered his resignation. <p>Motion to approve Nick Benninger’s resignation made by Alnoor Keshvani and seconded by Rami Said. Motion carried.</p> <ul style="list-style-type: none"> • Board members were asked to approve offering the open seat on the Board to the next individual in line from the recent election voting, Conrad Lovell. <p>Motion to approve offering a Board position to Conrad Lovell made by Janet Weldon and seconded by Cindy Fawcett. Motion carried.</p> <ul style="list-style-type: none"> • Board members were asked about their interest in taking on one of the Executive roles. The following nominations and motions were approved: <p>Rami Said made a motion to nominate Melissa Durrell for Chair of the Board. Motion seconded by Janet Weldon. Melissa Durrell accepted the nomination. No other names were brought forward. Motion carried.</p>	<p>Melissa Durrell and Tracy Van Kalsbeek</p>	



	<p>Melissa Durrell made a motion to nominate Kristen Hammond for Treasurer. Motion seconded by Rami Said. Kristen Hammond accepted the nomination. No other names were brought forward. Motion carried.</p> <ul style="list-style-type: none"> • Melissa Durrell led a discussion regarding the need for having two Vice-Chairs – which will assist in succession planning. • Alnoor Keshvani and Rami Said offered to put their names forward as Co-Vice-Chairs. <p>Motion to approve Alnoor Keshvani and Rami Said as Board Co-Vice Chairs made by Vlad Blagovcanin and seconded by Kristen Hammond. Motion carried.</p>		
<p>OTHER BUSINESS</p>	<ul style="list-style-type: none"> • Melissa Durrell mentioned the potential of municipal amalgamation. <ul style="list-style-type: none"> ○ Rami Said suggested having a guest speaker at one of the next Board meetings to further discuss this topic. ○ Julie Wright mentioned that this topic could be a goal in the Strategic Plan with a foresight exercise to identify Uptown’s role and strengths. ○ Melissa Durrell mentioned the importance of a strong brand and being leaders within the Region. • New Board members were asked to provide bios and headshots for the website. 	<p>Melissa Durrell</p>	
<p>ADJOURNMENT</p>	<ul style="list-style-type: none"> • Meeting adjourned at 10:02 made by Julie Wright. Motion carried. 	<p>Melissa Durrell</p>	

Next Meeting: AGM on February 22nd, 2023 at Bodega Rose
Board Meeting: March 24th, 2023 – in person at City Hall, Erb Room
Teams Link to be provided closer to the date