



UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA MEETING MINUTES

COMMITTEE:	Board of Directors Meeting	DATE:	Friday, March 24, 2023
LOCATION:	Erb Room	TIME:	8:00 am

PRESENT	Rami Said, Vlad Blagovcanin, Melissa Durrell, Cindy Fawcett, Janet Weldon (Teams), Alnoor Keshvani, Julie Wright, Mandy Brouse, Kristen Hammond (Teams), Scott Higgins, George Tsintarisan Dana Shortt Staff: Tracy Van Kalsbeek, Diego Almaraz (minutes) Guests: Dorothy McCabe (Mayor), Emily Brown (Public Realm Specialist) and Conrad Lovell (new Board member)
REGRETS	Kristin Sainsbury
ABSENT	
APPROVE AGENDA & CONSENT AGENDA	Motion to approve the agenda and consent agenda made by Rami Said and seconded Vlad Blagovcanin. Carried.
APPROVAL OF LAST MINUTES	Motion to approve the January 20, 2023 by Alnoor Keshvani and seconded by Rami Said. Carried.
NEXT MEETINGS	Board meetings: 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 provided opening remarks and encouraged all Board members to introduce themselves to five Uptown businesses before the next meeting. 	Melissa Durrell	
CHAIR UPDATE	<ul style="list-style-type: none"> Discussion about upcoming events – Mayor provided insights about St. Patrick’s Day Perhaps there is an opportunity to compile positive data about St Patrick’s, such as record sales at bars 	Melissa Durrell	
GREETINGS FROM THE MAYOR OF WATERLOO	<ul style="list-style-type: none"> Congratulated Dana Shortt for winning Business of the Year and also RideCO and S&V Uptown for their awards at the Chamber’s Business Excellence Awards (held night before) – noted that this speaks to the vibrancy and work done by the BIA to attract great businesses Mentioned the regular walkabouts with Tracy to meet Uptown businesses – met 60 so far Shared quote from Scott Higgin’s book “It’s not enough to just live in a community – you have to enjoy it” Draft of City Strategic Plan coming in May, asked Tracy to circulate with Board members, once received Provided an overview of her motivations to run for office and previous experience – e.g. climate change was an important factor Mentioned that garbage bins near transit stops have been reinstated as part of the new regional Waste Management budget 	Dorothy McCabe	
UPDATE ON CITY’S PUBLIC REALM INITIATIVES	<ul style="list-style-type: none"> Emily provided an overview of current Public Realm projects being carried out by the city, including: <ul style="list-style-type: none"> Laurel Greenway: green space across Uptown that follows Laurel Creek – master plan is almost finalized and the focus is on movement, connections and placemaking Willis Way: exploring various options, different challenges such as parking for retail 	Emily Brown	



	<ul style="list-style-type: none"> • Civic Common: longer-term vision including water station public space, Heritage Green etc. • Public Square: water feature, permanent shade structures and movable shade elements. <ul style="list-style-type: none"> - Construction starting this month - Hoping to finish work before May 24 weekend - Signage to be installed with pictures and QR code for people to find out more • Heritage Green: on track top be open to the public by end of June: including public washroom, seating, gardens and Uptown heart bench. • Alnoor mentioned idea of potential iconic Waterloo sign • Scott mentioned example of Barrie sign that was funded by privately-raised capital and asked how external partners could help with funding 		
<p>ELECTION OF NEW BOARD MEMBER</p>	<ul style="list-style-type: none"> • With Nick Benninger’s resignation, Conrad Lovell was the next name on the list from the past election. <p>Motion to approve Conrad Lovell as an Uptown Waterloo Business Improvement Area Board Member made by Alnoor Keshvani and seconded by Vlad Blagovcanin. Carried</p>	<p>Melissa Durrell</p>	
<p>FINANCIAL REPORT</p>	<ul style="list-style-type: none"> • Documents included in the Board package • Audit close to be completed 	<p>Tracy Van Kalsbeek</p>	
<p>OFFICE/ED REPORT</p>	<ul style="list-style-type: none"> • Full report in Board Package • Provided an update about the OBIAA awards • Mentioned upcoming initiatives and events <ul style="list-style-type: none"> • Alnoor suggested regular networking events for BIA members • Tracy mentioned that the BIA will be sending out a survey with that question, and others and that staff have been working on more one-on-one support for various businesses • Mandy suggested a “bingo” game where members can meet each other • Mentioned 50th Anniversary Video initiative and encouraged Board members to view them all (link in the ED Report) 	<p>Tracy Van Kalsbeek</p>	



	<ul style="list-style-type: none"> • Noted upcoming lane and road closures for patios and activations • Shared about the recent hiring of part time Program Coordinator, Kaitlyn Lackenbauer-Cox and high school co-op student, Special Project Assistant – Blair • New businesses: Midnight Snack, Pilot Coffee Roasters, Poppy’s Bagels, Grillies • Closures: Oasis Joe Barbershop • Mentioned that some new businesses choose Waterloo because their realtors suggest it, great place to pilot and open a business. • Vlad mentioned that Miller Thomson would be moving in to the old KPMG space in a few weeks with more than 80 lawyers and Dollarama (8000 sq. ft.) opening on Willis Way • Melissa suggested promoting more testimonials from new businesses for the “Why Waterloo?” website page 		
<p>ECONOMIC DEVELOPMENT UPDATE</p>	<ul style="list-style-type: none"> • Main Street program (Laura Munz) has wrapped up. • City has put out survey regarding adding accessibility projects to the CIP <ul style="list-style-type: none"> • Melissa mentioned this could be a great news story • Melissa mentioned importance of winter patios and activations • Mandy suggested advocating to the Region to increase patio sizes and other improvements and encourage easing of regulations along Regional sections of King Street <ul style="list-style-type: none"> • Melissa asked if there was data proving that there have not been any issues related to ION in Uptown e.g. umbrellas blowing onto tracks etc. • Scott mentioned that the new Strata development will be made up of almost 70% two-bedroom units and that they have been having some issues related to hydro • Melissa asked for a list of all current development applications in Uptown – Tracy to follow up with Kristin • Scott mentioned the potential of a Waterloo high-line project • Discussion held around the sale of the consolidated Mr. Sub and Ethels block 	<p>Tracy Van Kalsbeek (Kristin sent regrets)</p>	
<p>OTHER BUSINESS</p>	<ul style="list-style-type: none"> • Tracy asked everyone to send headshots and bios for the website • Tracy provided a reminder to review and sign the conflict of interest documents 	<p>Melissa Durrell</p>	



100 Regina Street South, Suite 160
Waterloo, ON N2J 4P9

519-885-1921 | www.uptownwaterloobia.com

	<ul style="list-style-type: none">• Melissa and Tracy shared details about Brad Marsland's concern related to the levy charges for his property<ul style="list-style-type: none">• Rami suggested we could look at a maximum percentage of BIA levy by property• Scott suggested not entertaining, too complex – majority agreed• Conversation held related to how we better engage with major land owners and ensure that they understand the value of the BIA		
ADJOURNMENT	<ul style="list-style-type: none">• Meeting adjourned by Rami at 10:03 am.	Melissa Durrell	

Next Meeting: May 26, 2023
Teams Link to be provided closer to the date