



100 Regina Street South, Suite 160  
 Waterloo, ON N2J 4P9  
 519-885-1921 | [www.uptownwaterloobia.com](http://www.uptownwaterloobia.com)

**UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA MEETING MINUTES**

<b>COMMITTEE:</b>	Board of Directors Meeting	<b>DATE:</b>	Friday, May 26, 2023
<b>LOCATION:</b>	Erb Room, City Hall	<b>TIME:</b>	8:00 a.m.
<b>PRESENT</b>	<p>Rami Said, Vlad Blagovcanin, Melissa Durrell, Cindy Fawcett, Janet Weldon (Teams), Alnoor Keshvani, Julie Wright, Mandy Brouse, Kristen Hammond, Scott Higgins, George Tsintaris, Dana Shortt, Conrad Lovell, Kristin Sainsbury</p> <p>Staff: Tracy Van Kalsbeek, Dawne Taylor-Gilder (minutes), Jane Barkley (presenting)</p>		
<b>REGRETS</b>	None		
<b>ABSENT</b>	None		

ITEM DISCUSSED	KEY DISCUSSION POINTS & ACTION	RESPONSIBILITY	TIMELINE
<b>WELCOME AND OPENING REMARKS</b>	Board Vice Chair, Rami Said, stepped in to lead the meeting until Melissa Durrell arrived. Meeting called to order at 8:07 a.m.	Rami Said	
<b>REVIEW &amp; ADOPTION OF AGENDA CONSENT AGENDA</b>	Motion to approve the agenda and consent agenda made by Alnoor Keshvani, seconded by Dana Shortt. Motion carried.	Rami Said	
<b>APPROVAL OF BOARD MINUTES</b>	Motion to approve the March 24, 2023 by George Tsintaris, seconded by Mandy Brouse. Motion carried.	Rami Said	



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

519-885-1921 | [www.uptownwaterloobia.com](http://www.uptownwaterloobia.com)

<b>2023 BOARD MEETINGS</b>	Board meetings: July 21, September 15, November 17	Rami Said	
<b>CONFLICT OF INTEREST DECLARATIONS</b>			
<b>CHAIR UPDATE</b>	<ul style="list-style-type: none"> <li>• Acknowledged Tracy's five years and her recent resignation</li> <li>• Good vibe happening in Uptown</li> </ul>	Melissa Durrell	
<b>FINANCIAL REPORT</b>	<p>Documents in Board package</p> <ul style="list-style-type: none"> <li>• Review of 2022 audited Financial Statements               <ul style="list-style-type: none"> <li>◦ Kristen Hammond provided an overview of the 2022 audited financial statements</li> </ul> </li> </ul> <p>Motion to approve the 2022 audited financial statements as presented made by Julie Wright, seconded by Rami Said. Motion carried.</p>	Kristen Hammond	
<b>2023 MARKETING PLAN</b>	<p>Highlights included:</p> <ul style="list-style-type: none"> <li>• Video series – showed first video at meeting</li> <li>• 50<sup>th</sup> initiatives – swag, Explorer mascot, pins &amp; patches, coasters, totes (colourable), tessellation project etc.</li> <li>• Huge engagement around events last year – Pop-up market, night markets, Treats in the Streets event, Holiday giveaway (record breaking entries), St. Paddy's Day map (62,000 views), Google Maps are huge and we have implemented them for many initiatives</li> <li>• Over 20,000 followers on Instagram, 8,000 on Facebook</li> <li>• Instagram is our main channel</li> <li>• Over 2000 subscribers to our newsletter</li> <li>• Membership communications are weekly with a significant open rate</li> <li>• Successes so far – Comfort Food Crawl (record breaking),</li> <li>• A question was asked related to any promotions we do around Convocation as it is huge for Uptown (both universities &amp; Conestoga College, High School right after)</li> <li>• First ever egg hunt was very successful</li> </ul>	Jane Barkley	



	<ul style="list-style-type: none"> <li>• Mother's Day giveaway 5,000 entries</li> <li>• What's coming up – heavy event focus – Kait and Jane are building out a comprehensive event calendar with clarity around who is leading the events – provides credit and accountability</li> <li>• Big focus for this year – accessibility of content</li> <li>• Website overhaul,</li> <li>• Influencer involvement related to planning</li> <li>• Place-making focus – working with Diego (Heritage Green, Uptown Forest, Slats etc.)</li> <li>• Uptown Colouring Books – builds community – create a contest around with featured businesses</li> <li>• Exploring new platforms e.g. TikTok</li> <li>• Tag lines: continuing with Come On Up and adding: Explore, Experience, Enjoy</li> <li>• CRM through OBIAA – will streamline processes and allow us to gather a lot of data and engagement.</li> <li>• An idea was shared about hosting “A day in the life of an Explorer” (someone who frequents Uptown)</li> <li>• Alnoor will take notes from a retail conference he is attending and share at the next meeting</li> </ul>		
<p><b>OFFICE/ED REPORT</b></p>	<p>Overview included:</p> <ul style="list-style-type: none"> <li>• Nine new businesses since beginning of the year and only one closure</li> <li>• Dominion Lane &amp; Princess closure/ patios being built or up</li> <li>• \$13,000 of funding given through our Hand in Hand program so far</li> <li>• More beautification coming</li> <li>• Placemaking Award from OBIAA – getting good media coverage</li> <li>• Gift Card Sales: \$8,000 sold since January and \$7,000 spent</li> <li>• RTO4 Grant \$10,000 for Way Finding study – more to come</li> <li>• Night Market running July and August</li> <li>• Heritage Green – bench and washroom coming with Waterloo Loo pushed to September</li> <li>• Jazz After Jazz programming with Uptown businesses</li> <li>• Student volunteer – garbage clean-up</li> </ul>		



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

519-885-1921 | [www.uptownwaterloobia.com](http://www.uptownwaterloobia.com)

	<ul style="list-style-type: none"> <li>• Audit is completed – went much smoother than past years – mostly due to stronger bookkeeper</li> <li>• Working with Municipal Enforcement re: sound/noise complaints – working to pull together more information</li> <li>• Talking with Region and other BIA’s re: coming changes to waste management collection in 2025</li> </ul>		
	<ul style="list-style-type: none"> <li>• Strategic Plan is open for comment</li> <li>• LUMEN sponsorship – open for sponsorships (34,000 people attended last year)</li> <li>• Create Waterloo public engagement to hear from people about arts in Waterloo</li> <li>• Working with BIA &amp; Accessibility team on DEI</li> <li>• Accessibility added to CIP</li> <li>• DEI training for businesses</li> <li>• Uptown Vitality Report – working with BIA to compress it</li> </ul>	Kristin Sainsbury	
<b>IN CAMERA</b>	<p>Motion to move in camera at 9:15 a.m. made by Kristin Sainsbury, seconded by Rami Said. Motion carried.</p> <p>Motion to move out of in camera at 9:59 a.m. made by Scott Higgins, seconded b George Tsintaris. Motion carried.</p>	Melissa Durrell	
<b>ADJOURNMENT</b>	<p>Motion to adjourn meeting at 10:00 a.m. made by Conrad Lovell. Motion carried.</p>	Melissa Durrell	

**Next Meeting: July 21, 2023**  
**Teams Link to be provided closer to the date**