**UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA MEETING MINUTES**

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| **Committee:** | Board of Directors Meeting  | **Date:** | Friday, January 18 2024 |
| **Location:** | Erb Room, Waterloo City Hall | **Time:** | 8:00 am |
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| **Present** | Melissa, Alnoor, Rami, Kristen, Conrad, Mandy, Scott, Cindy, Vlad, Julie W., Janet, George, Justin M., Kristin S., Jeyas and Diego (BIA Staff) |
| **Regrets** | Scott and Dana |
| **Absent** |  |
|  |  |
| **Approve Agenda & Consent agenda** | Mandy and Vlad |
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| **Approval of last minutes** | Vlad and Mandy |
| **NEXT MEETINGS** | March 15, May 17 |
| **conflict of interests** | None declared. |

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| **Item Discussed** | **Key Discussion Points & Action** | **Responsibility** | **Timeline** |
| **Welcome and Opening Remarks** | * Melissa provided opening remarks and welcomed everyone.
 | Melissa D. |  |
| **Chair Update** | * Melissa thanked everyone for their participation on this Board and congratulated Jeyas for his first 5 months, acknowledging all his work.
* Mentioned levy increase of 4% (compared to other BIAs which are higher)
* AGM March 28 5 pm - 7 pm
* Audit coming up
* Jeyas organizing a developer and landowner group
* International Women’s Day breakfast on March 8
* Chamber awards on March 21, Uptown BIA and various businesses nominated
 | Melissa D. |  |
| **Financial report** | * Financial report included in package
* Jeyas mentioned that BIA saved money on various areas in 2023, so year ended in very good shape
* Kristen led discussion on cash allocation and financial risk for investments
* Melissa suggested having a 30 min brainstorming session to come up with ideas on how to reinvest cash
* Kristin and Mandy suggested increasing amounts for member funding, e.g larger Hand in Hand and special funding for outside events to come to Uptown
* Kristen mentioned that when BIA budget is ready it might answer some questions
* Melissa suggested renting a store for a pop up for arts or cultural groups
* Conrad suggested having a more fluid financial plan
* Julie, Jane and Kristin asked if BIA has an investment policy
* Jeyas to meet with Kristen, Conrad, Janet and Vlad to discuss budget and investments
* Kristin suggested aligning levy increase with inflation
* BIA budget going to council on April 22
 | Jeyas B. |  |
| **Office/ed report** | * Full report included in package
* Social media doing very well, now TikTok
* Heritage Green - public washroom being installed now
* Winter Wonderland very successful
* Reminder about Comfort Food Crawl
* Gift card very successful, good partnerships with post secondary institutions
* Kristin suggested group on Night Economy
* Al and Mandy suggested day activations of night businesses, especially 5-7 pm
* Mandy reminded to have research or case studies when bringing new ideas and hosting meetups for specific sectors or topics
* Cindy suggested Comfort Food crawl to evolve into an Uptown Winterlicious, knowing it is the same week every year
* Garbage updates - Kristin suggested including the Regional Ec Dev team in discussions
* Small Business Minister visit update
* Partnership with Toque magazine
* Upcoming business anniversaries
* Willis Way pedestrian street update - Kristin to share lessons learned from 2020 closure, Melissa brought up idea of limiting time for services to early morning. Early communication is key.
* Meeting with Kitchener Ec Dev - reminded to invest in human resources
* Hand in Hand - over $53,000 in funding
 | Jeyas B. |  |
| **Economic Development update** | * Hospital site selection coming up
* Jazz festival discussion - Jazz After Jazz very successful, but Cindy stressed need for more notice and better communication
* Mandy mentioned need to justify funding Jazz Festival. Rami reminded that the insurance was not continuing this year and it’s in writing.
* Conrad suggested creating year long Uptown event calendar, with subject to change as needed
* Gift cards could be given to Uptown staff
* Al mentioned that Retail needs help now, Melissa suggested BIA to facilitate retail focused meeting. George suggested creating Uptown loyalty card connected to gift card.
* Kristin mentioned that mural for public washroom is being worked on
* My Main Street funding coming up
* CIP is being reviewed, Kristin asked for feedback before spring intake. Limited by provincial act to capital investments.
 | Jeyas B. and Kristin S. |  |
| **Other Business** | * None
 | Melissa D. |  |
| **AdjourNMEnt** | * Conrad and Al
 | Melissa D. |  |

**Next Meeting: March 22, 2024**

**Teams Link to be provided closer to the date**