**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** |  | | |
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| **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**