**UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA MEETING MINUTES**

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| **Committee:** | Board of Directors Meeting  | **Date:** | Friday, July 19th, 2024  |
| **Location:** | Sole | **Time:** | 8:00 am |
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| **Present** | Melissa, Alnoor, Kristen, Conrad, Vlad, Julie W, Kristin S, George, Cindy, Dana (on-line) and Jeyas  |
| **Regrets** | Scott H, Mand B and Janet W  |
| **Absent** |  |
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| **Approve Agenda & Consent agenda** | Julie and Al  |
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| **Approval of last minutes** | Al and Julie  |
| **NEXT MEETINGS** | November 22nd, 2024  |
| **conflict of interests** | None declared. |

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| **Item Discussed** | **Key Discussion Points & Action** | **Responsibility** | **Timeline** |
| **Welcome and Opening Remarks** | * Land Acknowledgment
 | Melissa D. |  |
| **Chair Update** | * Rodent issues, tagged in T.O Blog about Rats, BIA is working with city and region about rodent issues, please send any information to Jeyas to deal with for this (No one is responding to media about the rats issues and we are working with the city & region on this issue)
* More discussion about who to work with for Rodent issues and work with pest control companies on solving the issues
* Melissa and Jeyas attended the Region’s Waste management meeting with options for 2026, there are three preferred methods, the suggestions is for the region to continue to manage waste in down town areas. The region will provide bins for waste management. Both the Chair and ED will continue work with the region/city on ensuring the waste management stays with the region for Uptown
* The Trees on King Street will be taken care of in the fall, Julie also updated about the challenges the city staff has been having on this
* Shooting incident in Uptown, wanted to bring this up as may be there is little bit more violence in Uptown. The concern about folks just hanging around out side looking for opportunity. BIA is advocating for safety with police, lights being bright definitely help. Looking at other options such as cameras for safety aspects. (Discussion about paid duty, also about delegating parking spots for WRPS to be stationed in Uptown, question about asking for more police presence, also delegating for the police board meeting in the future)
* Jeyas also shared needles pick up numbers and Waterloo is much lower than other cities
* Dawne is retiring, worked for us for very long time, there is a going away social, a card will be there for every one to be signed, BIA gift will be $500.00 and other can contribute towards the gift as well whether $25 or more
* Jeyas will update on what is going to happen with that role
* Jeyas was also on the media and did a good job speaking about Uptown
* September 20th meeting confirmed
 | Melissa D. |  |
| **ED REPORT** | * Jeyas spoke about DTK receiving negative reviews on both print and radio media.
* Went on Mike Farwell show along with Linda from DTK to talk about the importance how BIAs do the work create the third spaces/bring the community together through events. Didn’t talk about any negative
* Media trying to reach out businesses about negative impacts, importance for board members to share that we will have to direct all comments through the BIA
* Inviting media out for events, Market got a lot of attention on the media,
* Communication with media about effects of Rats and how we do not need
* Discussion about how the cores are different between Uptown and DTK, comments about overall support from city and economic development in DTK is much more than it is in Uptown from city of Waterloo
* The opportunities we have coming up to create privately owned public spaces in the north end of Waterloo
* Potential collaborations with events between Uptown and DTK in the future that compliments both cities
* Working with groups to bring diverse events to Uptown whether Afro Vibes or taste of Caribana to Uptown
* Discussion about sharing signs between DTK and Uptown, after the festivals in DTK the guests always come to Uptown
* More re-branding for Uptown in the future
* Also to connect with the parks team about future POPS, being strategic about future developents
* Being a partner with Special Olympics was great and successful
* Toque magazine summer patio fab five – Sole, Red House, Bauer Kitchen, Prohibition and Seven Shores (Good
* Fathers day promotion about 40% engagement compared to mothers day promotion,
* BIA was present at the city of waterloo’s first art market
* Diego is part of the Urban Planning studio class for a 3rd year course as their mentor for the class, students will present ideas about how Uptown can be a cool place to hang out
* Meeting with Bonnie Crombie
* Waste management solution for Sunday pick up, Wayne and Adam helping with this process
* My main street our application was for $250,000.00 and we received $170,000.00 from them. We will have to submit for expenses before the end of this December
* More flexibility with our budget
* Night markets in the future collaboration with KW Caribana for taste of Caribana, Spectrum for Rainbow market and KW Oktoberfest for Oktoberfest market,
* Waterloo Fest we are more engaged on this event with Community and Neighbourhood group from City of Waterloo
* Gift cards – over $10,000.00 worth loaded in March to May and over $7834.00 redeemed, the top 5 places are Abe Erb, Beer Town, king Street Trio, Champa Kitchen and Poppys Bagel
* Toured with Gift Card sales rep to businesses and signed up Waxonomy
* Festivals – Jazz Festival, Busker Festival and Strummer Festival (how we ended up in Miller Thompson board room)
* Working with lawyers from Miller Thompson about complimentary initial meeting/services for new businesses in the future
* Jazz Festival and what are the options/opportunities for the future to revitalize the festival. There are challenges with overall operations for the festival. More work to be done to ensure the festival is sustainable in the future.
* Closures – S & V closed and there is a Ramen restaurant opening, Babylon sisters is up for sale, Snow Day is a new Bingsu opened, FUWA FUWA is opening soon, viet restaurant, coco frutti and new club at the old Erb & Culture opening
* Audit is almost complete, due to the challenges with BMO they are over four months delayed, really looking to move banks, direction to move to another bank
 | Jeyas B. |  |
| **Financial report** | * Power point on options for our investments
* Amounts are $662k in GIC comes due in November 2024
* $276 in Cashable GIC
* $25 K of 79K available from Uptown Dollar Account switched to High Interest Savings
* $200K of $460K Business Checking Account can be put in to liquid product to earn interest and be there rainy day
* New inflow of $171K from My May Street Grant for this year
* Overall $1163000.00 is available for investments, $225 needs to be on liquid shot time line and $938K can be allocated for across other
* Two different strategies whether stair case or loaded weight, stair case is better for us over all
* Conrad also share in depth about what is our best options are for both short term and long term
* It was decided that as the GIS matures it will be a staggered strategy.
* Question about what is required for immediate future financials responsibilities
* Motion to move to Scenario 1 – Moved by Al and Seconded by George
* Shut out to Conrad and Kristen for the work they did
 | Kristen and Conrad |  |
| **Ec. Dev. update** | * Still looking for sponsors for Lumen, head line sponsor for $20,000.00. Not sure if they have received the Fed Dev grant.
* CIP open through spring right through October, very low uptake on it and looking to take this to council for any inputs as well, looking at things such as accessibility and energy efficiency applications for future.
* The City is updating its strategic plans for future
* Working with region on work place count, students will be coming in to businesses ask question about the head count, to be shared through communication
* Melissa asked about any building permits for Uptown, Julie mentioned that there are things moving through OLT
 | Kristin S. |  |
| **Other Business** | * Monday July 20th first EDI training at Den 1880
* Future events and being present for a drop in for a quick visit
 | Melissa D. |  |
| **AdjourNMEnt** | * Adjourned by Melissa
 | Melissa D. |  |

**Next Meeting: November 22nd, 2024**

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