**UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA MEETING MINUTES**

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| **Committee:** | Board of Directors Meeting  | **Date:** | Friday, March 22 2024 |
| **Location:** | Erb Room, Waterloo City Hall | **Time:** | 8:00 am |
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| **Present** | Melissa, Alnoor, Rami, Kristen, Conrad, Mandy, Scott, Vlad, Julie W., Janet, Justin M., Jeyas and Diego (BIA Staff) |
| **Regrets** | Scott H., Kristin S., Cindy |
| **Absent** | George |
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| **Approve Agenda & Consent agenda** | Julie and Vlad |
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| **Approval of last minutes** | Al and Kristen |
| **NEXT MEETINGS** | May 17, July 19 (To be confirmed) |
| **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** | * Melissa congratulated Conrad for winning volunteer of the year at Chamber Business Excellence Awards.
* St. Patrick’s went really well.
* Budget approval today and AGM.
 | Melissa D. |  |
| **ED report** | * Jeyas highlighted St. Patrick’s and need for King Street to close from.
* Social media numbers growing, parking video.
* Heritage Green official opening May 24.
* Received grant from RTO4, $15,000, applying for My Main Street.
* Jeyas gave My Main Street presentation alongside with Small Business Federal Minister
* Special Olympics update.
* BIA Members Drop-In social, very successful event at Words Worth Books for their 40th anniversary.
* Waste management updates. Regional councillors meeting with Jeyas and seeing the issues first hand. Al asked if Board support is needed, Jeyas said that at some point there may be a BIA statement on the issue. Comparison with DTK, program in partnership with The Working Centre. Julie asked about how waste diversion program works at Conestoga Mall.
* Milestone celebrations for members. Melissa mentioned 1 year may be too much for anniversaries. Julie mentioned some businesses are over or close to 100 years old.
* 2SLGBTQIA+ Banner project in collaboration with City’s READI team. To be unveiled at May 31 event in conjunction with renovated Rainbow crosswalk.
* Willis Way closure update, led by citizens group. Jeyas wants to work with all businesses. Melissa mentioned that patios should be priority and bring people to other businesses. Vlad reminded to not bring vendors that compete with businesses. Conrad suggested banners crossing the street, branding the street with a memorable name.
 | Jeyas B. |  |
|  | * Safe Bar Committee updates. Renaming committee to something more approachable.
* 20 Hand in Hand applications, and gift card sale.
* No recent closures, new businesses opening. Idea of pop-up shops inside the mall.
* Chamber Business Expo and BIA presence.
* Jazz Festival updates. Suggestions of taking it out of the parking lot and bringing to the square.
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| **Ec. Dev. update** | * Applied for $100K for FedDev grant for Lumen. Melissa suggested extending it to 2 days. Festival will be one day but many installations will stay longer than that for Culture Days.
* City of Waterloo ranked 7th in mid sized cities for Culture Days.
* Working on Arts Grant program and updates, very oversubscribed.
* Sony Entertainment/PlayStation office relocating to Old Post Office. Good retention story.
 | Justin M. |  |
| **Financial report** | * Report included in Board package.
* Budget discussed and approved, motion by Al and seconded Julie. All in favour.
 | Jeyas B. |  |
| **Other Business** | * None
 | Melissa D. |  |
| **AdjourNMEnt** | * Moved by Al and seconded by Conrad. All in favour.
 | Melissa D. |  |

**Next Meeting: May 17, 2024**

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