**UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA MEETING MINUTES**

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| **Committee:** | Board of Directors Meeting  | **Date:** | Friday, May 17 2024 |
| **Location:** | Sole | **Time:** | 8:00 am |
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| **Present** | Melissa, Alnoor, Rami, Kristen, Conrad, Mandy, Scott, Vlad, Julie W., Janet, Scott H., Kristin S., Cindy, Conrad, Jeyas and Diego (BIA Staff) |
| **Regrets** |  |
| **Absent** |  |
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| **Approve Agenda & Consent agenda** | Al and Janet |
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| **Approval of last minutes** | George and Vlad |
| **NEXT MEETINGS** | July 19 |
| **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** | * Acknowledging 40 anniversary of Words Worth Books
* Jeyas brought Minister of Immigration
* Liberals leader coming to visit Uptown
* Senior Management Team, most discussion around waste management, issues around process of business licensing. Many ideas to improve process like paying multiple years in advance or automatic payments. Reminder to Board members to give feedback about it. Condensed information package about business, fire, utilities, health, BIA, etc.
* Board presence at events. Melissa suggested to add events to members’ calendars.
* July 19 meeting confirmed
 | Melissa D. |  |
| **ED REPORT** | * KW Chamber Expo
* Toque magazine: last issue Ethels, Princess Cafe, Jane Bond. Next issue: Loop, Erban Corner and Paul Puncher
* Mothers Day contest extremely popular
* Galentine’s Day also very successful
* Sweet & Savoury 10th anniversary and Words Worth Books 40th Anniversary
* Uptown Egg Hunt, over 3000 people, keeps getting bigger. Square activations.
* Waiting for My Main Street funding for parkade renovation and other public realm projects
* Other events: Special Olympics, Salsa in the Square and Mary Allen Market, Afrovibes
* Street sweeping updates
 | Jeyas B. |  |
| **ED report** (contd.) | * New tenant at The Shops: Federal Service Canada office taking all vacant units
* Heritage Green: washroom official opening
* Immigration Minister Mark Miller visit: Champa Kitchen, Score Pizza, Joy of Flowers, Pur & Simple
* Upcoming provincial Liberal Leader Bonnie Crombie visit. Julie suggested putting together a list of items.
* Al suggested giving more feedback to politicians
* Empty Bowls food bank event. Local restaurants providing food and Clay & Glass plates.
* Gift cards update: over $10,000 loaded from March to May, $7,800 spent. Dana commented that there is a need to increase awareness about gift card process. Lots of Uptown Dollars still out there. Al suggested more social media posts about it. Video with staff instructions.
* Neuron e-scooters and e-bikes. Advocating with Julie to limit the time and locations.
* Jazz Festival no longer charity. Jeyas to meet with Patti Brooks to learn more of the history. Advocating for Jazz Society to increase work with Festival. Board members suggest changes to BIA funding. Reminders of Sunlife connections. Suggestions for BIA to join forces with Sunlife to establish position regarding festival. Scott reminded that externally there is little connection between Jazz and BIA. Conrad mentioned that this could be a great opportunity for BIA to step up and fill that void, using similar relationships, Mandy opportunity to make it more diverse.
* Closures: Dive Bar, Erb and Culture night club closed, new tenant already lined up
* Sole relaunch, Fua Fua Japanese dessert, Coco Frutti, Aristocanine first of its kind. New owner at Uptown Dentistry and new medical at Uptown Gallery unit.
 | Jeyas B. |  |
| **Financial report** | * Need to look at reallocating reserves.
* Janet mentioned investment policy and capital expenditures, Melissa reminded that was discussed at previous meeting.
* Jeyas and Diego explained idea about parking garage facade and ground plane activation.
* Julie explained difference between by-law and policy.
* Jeyas to send bylaw to everyone. BIA has had great financial management.
* Conrad gave quick summary
* Melissa provided background about parking north of Erb. What does north of Erb look like? Uptown is not a single street anymore. City has no plans either.
* Scott gave update on Strata and other developments. Very slow sales at the moment. Site plan approval almost complete. Site at Bridgeport and Regina. City has identified need for hotel.
* Melissa asked if there is still a perceived need for parking. Julie gave an update, much lower focus of parking in Uptown. Jeyas asked Board to start thinking about stance on parking.
 | Kristen and Conrad |  |
| **Financial report**(CONTD.) | * Rami and Kristin reminded that Provincial legislation are setting direction, no need to take stance.
* Scott suggested using some reserves in programming. Jeyas: micro events and macro events.
* Julie: Laurel Greenway and how important to Uptown will be.
* Conrad: need to have general numbers about the split and how to invest.
* Jeyas will bring ideas on macro events and consulting strategy. Kristen: what is the amount that we are comfortable spending and what is the amount that we want to keep in investments. Short term vs long term savings.
* Melissa asked for a clear recommendation for July meeting on where to put money.
* Kristen suggested being cautious about macro events and being comfortable with not breaking even. Need to be planned as loss leader.
* Mandy suggested more BIA grants about events.
* Jeyas: doesn’t make sense for BIA to give money back to the City. Scott suggested flipping conversation and taking jurisdiction and ownership on more projects/events.
* Melissa: need for more information about Spotlight, etc. Mandy: rebranding/more marketing of Spotlight.
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| **Ec. Dev. update** | * Staff updates, new hires.
* Looking for Lumen sponsors: September 13.
* CIP facade program for capital expenses.
* Partnership with Laurier MBA. Looking for projects.
 | Kristin S. |  |
| **Other Business** | * Melissa mentioned how vibrant Uptown is because of the people
 | Melissa D. |  |
| **AdjourNMEnt** | * Adjourned by Melissa
 | Melissa D. |  |

**Next Meeting: JUNE 17, 2024**

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