**UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA MEETING MINUTES**

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| **Committee:** | Board of Directors Meeting  | **Date:** | Friday, September 15 2023 |
| **Location:** | Thiele Room, Waterloo City Hall | **Time:** | 8:00 am |
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| **Present** | Melissa Durrell, Alnoor, Rami, Kristen, Conrad, Mandy, Scott, Cindy, Kristin, Vlad, Dana, Julie, Janet, George, Jeyas and Diego (BIA Staff) |
| **Regrets** |  |
| **Absent** |  |
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| **Approve Agenda & Consent agenda** | Julie and Al |
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| **Approval of last minutes** | Motion to approve the last Kristen and Rami  |
| **NEXT MEETINGS** | Board meetings:  |
| **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 Jeyas as the new ED
 | Melissa D. |  |
| **Chair Update** | * Melissa mentioned recent and upcoming events including Jeyas’s welcome at Revive and Lumen.
* Brief discussion about recent Ribfest.
 | Melissa D. |  |
| **Financial report** | * Financial report postponed as BMO has delayed adding Jeyas as representative.
 | Jeyas B. |  |
| **Office/ed report** | * Jeyas provided an overview of his first month as Executive Director, including a summary of recent BIA activities and achievements.
* Mentioned recent marketing campaigns including TikTok – question from City staff regarding if we could use it.
* Rami asked if the details of where gift cards are spent could be shared
* Kristen asked if we are doing Christmas promotions for Gift Cards as city departments buy soon
* Mandy asked if it is necessary to do $1000s of gift card prizes or if it could be spread in smaller prizes.
* Al asked if we could do a marketing campaign with businesses that have had success with gift cards so that other businesses sign up.
* Re: placemaking, positive comments about the uptown forest and the slats. Melissa asked about damage and potential marketing plans to promote the planting of the trees
* Wayfinding strategy – have fun with it, Scott, more for the people who are exploring – Kristen, Conrad said about coming to events organically, explore and some place where businesses can participate and add information like an interactive community board,
* Melissa suggested that board members participate in the workshop
* Jeyas to visit Uptown businesses to meet owners and staff.
* Thursdays have been a great night in Uptown – salsa and markets thousands of people
* Al suggested inviting businesses to BIA activities or committees, especially new businesses that may not what the BIA is or offers.
* Jeyas highlighted various new businesses opening.
* Discussion about the egg selling pasta at King and Bridgeport
* CRM update, some challenges at OBIAA. Al asked about what OBIAA is doing with the information, what is the agreement with information? Kristen asked if we can export our data to Excel – suggestion to implement a procedure to keep regular backups, not necessary to duplicate the entries.
* Update on DEI initiatives.
* Update on recent student initiatives and events. Big focus for BIA. Al mentioned that the connection of Uptown and orientation week activities. Waterloofest promoted during orientation, Jeyas mentioned potential opportunities to have Uptown businesses on a regular basis at the universities. Rami: partnership with local businesses like Crumby Cookie doing a tasting at Revive. Kristen suggested connecting directly with faculties and groups organizing orientation activities.
* Melissa suggested continue the conversation at the Marketing Committee
 | Jeyas B. |  |
| **Economic Development update** | * Lumen about to start, big installations will be up for a month, event expected to receive more people than last year.
* Outdoor events very successful, indoor events not yet.
* Washroom in production and Jeyas mentioned Heart bench is almost ready to be installed – depending on timing could be a combined grand opening
* DEI work, workshops: hiring newcomers campaign, conflict de-escalation, designing retail for accessibility. Kristen asked if members know any experts on these topics.
* Rami asked when construction of new developments will resume in Uptown. Scott provided developer’s perspective and expressed a need for more efficient framework for hydro upgrades, solutions and processes.
 | Kristin S. |  |
| **Other Business** | * Melissa asked for a road construction update for Erb and Bridgeport and Uptown road construction.
* Al asked for an update on garbage, need for new and more receptacles – on Jeyas’s radar for CMT meetings.
* Melissa reminded Board members to visit 5 businesses.
* Scott mentioned secret viewfinders along the hoarding in Strata property and reminded Board to attend the upcoming community event drone show sponsored by HIP developments on Friday June 22nd, turning Lumen into a weekend event.
 | Melissa D. |  |
| **AdjourNMEnt** | * Meeting adjourned by Rami and Al.
 | Melissa D. |  |

**Next Meeting:**

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