

Downtown Kelowna Association

Annual General Meeting

Wednesday June 7, 2023

Location: Kelowna Yacht Club, Spinnaker Room

- A. Meeting called to order by current President Brian Stephenson at 9:15am

Went through items on Agenda and acknowledge that we are gathered today on the traditional, ancestral, unceded territory of the syilx/Okanagan people.

- B. Approval of Agenda

Caroline – 1st motion

Travis – 2nd motion

Approved of hands – motion passed

- C. Results of the approval of the minutes of the 2022 Annual General Meeting

Minutes officially accepted online voting

- D. Presentation of 2022 Financial Statements by KPMG Marena Warrender CPA

- E. Result of the appointment of KPMG as Auditor

Officially accepted online voting

- F. Results of the 2023 Board of Directors Election

Brian read new Board of Directors

Officially accepted online voting

Brian went through each current board member and welcomed new board members. Jaspal Dhial of GSL Group will be stepping in as new Treasurer replacing Vish Sharma. Brian presented a gift to Vish as outgoing Treasurer.

New Executive will be voted at first board meeting immediately following Annual General Meeting.

- G. Results of the Special Business Resolutions to approve the revised DKA Bylaws as circulated

Officially accepted online voting

H. Report from DKA President, Brian Stephenson

Seen a lot of growth while being part of the Downtown Kelowna Association Board of Directors. Evaluation of changes, opportunities, and challenges. We got through Covid, working with homeless needs, working with members and municipal government level. Thanked the Downtown On Call (DOC) Team and Clean Team for all their effort in keeping downtown area safe and clean. Happy to have the After 5 events back again. After all the Covid restrictions the After 5 events are the background of DKA. Thank you so much for the opportunity to be at the level of President. Renata will be stepping up into the President next.

Report from Executive Director, Mark Burley

Introduced each staff member

Membership

1305 members with a combined percentage of almost 35% retail and restaurants.

- Concerted effort to improve our communications in 2022
- More in-person visits, follow-up phone calls
- Monthly Business Update, MMOB Updates, special bulletins
- Of NOTE: 1st update of the year was printed and distributed to businesses throughout the Downtown Core.
- Total of 50 notices, alerts, reminder and updates sent
- Substantial growth in our subscriber numbers from 681 to 885 this year.
- DKA Newsletter grew 256-960

On Street Services

- Downtown on Call & Clean Team are the most visible aspect of the DKA.
- Ron Beahun retired as On Street Services Manager at end of year
- Brent Lobson joined Oct 1 as Director of Operations
- This department accounts for over 50% of our annual budget.
- Note that of over 4845 incidents that our DOC team attended only necessitated them calling RCMP 413 times.
- Numbers across the board are down in 2022 due to 3 less DOC team members.
- In numbers that's DOC calling for assistance 10% of the time they receive or attend an incident.
- The DOC team routinely stops into businesses just to check in and say hi.

Promotions & Events

- Once PHO's ended in the spring, events and promotions were possible to execute again.
- Kris was able to re-create many of our benchmark promotions and events.

- Small Shop Saturday (2), Block Party, re-introduction of Show 'N Shine, Winter Street Market
- AND...Downtown After 5 returned in September

Meet Me on Bernard

- Despite more challenges in 2022, MMOB was considered a success.
- In 2022, programming included parklets, games, sono tube display, Tourism Kelowna's new trailer, Arts on the Avenue and Festival Kelowna's live entertainment.
- We worked hard at activating the 400 & 500 blocks in particular.
- Scheduled features that included an artisan's market were cancelled frequently because of heat and wind.
- As we set up MMOB, temperatures in the Okanagan again soared to over 35 degrees. At street level this was even higher.
- This year saw the return of the annual Block Party. It was different given it was set up within the MMOB footprint. It was considered a great success.
- We brought Show 'N Shine back in August and it was a great success. It was very well attended and popular with all who walked Bernard to peruse the cars.

Winter Street Market

- Winter Street Market was again held the first Saturday of December.
- Again, attendance was over 10,000 people.
- The rink was full all day and evening.
- Santa was a huge hit and came out for extra pictures
- New Mayor Dyas, with some help from Rick Webber and Loyal Wooldridge pulled the switch for Light Up and the 2022 Christmas tree in Stuart Park came to life.

Marketing

- The DKA Instagram account is officially a local Influencer given the number of followers.
- FB & Twitter are falling off as overly important social channels as algorithms become more restrictive.
- You Tube channel hangs in there with content created by summer students and Distill Media.
- Please visit the Downtown Kelowna YouTube channel to see all the video production from the last couple of years.

Website

- New in 2021. Please check it out and sign up for your profile and our updates so that you're receiving all the information that's important to you from the DKA.

- I. Adjournment of business of the Annual General Meeting
Brian closing meeting
Jenna Kopperson – 1st motion
Caroline Bye – 2nd motion
- J. Adjournment
Annual General Meeting ended 10:05am
- K. Members comments, discussion, or questions from the floor