

# Executive Directors Report

Board of Management Meeting: January 17, 2024

Submitted by Marijo Cuerrier, Executive Director

## 1. Current significant issues

*This is the section for issues, internal or external, with long-term consequences for the organization.*

### a. Internal

- i. We are in the process of hiring a new Welcoming Streets Steward to replace Jason Wilde. Once that individual gets settled, I will be looking at a possible part time position to cover shifts where there is not currently coverage.
- ii. We are in the process of moving our extended health benefits from Empire Life to a local company called Benefits by Design. This should be a smooth transition for all staff and the organization.

### b. External

*Every voice matters. Take time state your opinion or your silence will speak for you.*

#### i) **Community Standards Bylaw:**

- (1) I am happy to report that the Community Standards bylaw was approved 10-2 at council. The bylaw will come into effect in May 2024. In the meantime, select bylaw officers are being trained for service in the downtown core and we are anticipating more coverage in the spring/summer.

#### ii) **Ontario & Market St. Closure:**

- (1) If you haven't signed up for the [BIA Members-only Ontario and Market Street Pedestrianization Study meeting](https://www.eventbrite.ca/e/bia-members-only-ontario-and-market-st-pedestrianization-study-tickets-763052088337) please be sure to do so. As members of the board, it is critical you are informed on topics like this one so that you can speak about it to members of the public: <https://www.eventbrite.ca/e/bia-members-only-ontario-and-market-st-pedestrianization-study-tickets-763052088337>

#### iii) **Safety and Security in the Downtown Core**

- (a) Please refer to the Clean and Safe Committee Minutes and Staff report provided in your package for updates on this topic.

## 2. General Matters for Board acknowledgement

*Any matter which the ED wants to bring to the Board's attention for information and is unlikely to require discussion. A place for news about staff, new funding received, etc.*

- a. The following committee and advisory meetings were held since we last met:
  - a. Retail Advisory Working Group
  - b. Clean & Safe Committee meeting
- b. Notes and minutes are included in your package.
- c. We had our first finance committee meeting and will be meeting monthly going forward.
  
- d. **CORE Awards:** Congratulations to the winners of a CORE Award at November's AGM:  
<https://member.downtownkingston.ca/en-ca/memberhub/core-awards>

### 3. Progress on goals/strategic plan implementation

Strategic Plan areas of concentration for 2024 have been identified by staff:

**a. Strategic Priority one: Create a hip and vibrant downtown experience.**

- i. Reduction of crime.
- ii. Reduce our collective carbon footprint.
- iii. Promote active transportation options.
- iv. Improve cleanliness and promote an environmental stewardship culture.
- v. Improve wayfinding in and around the downtown core.

**b. Strategic Priority Two: Cultivate a downtown environment where businesses can thrive.**

Businesses will thrive in a healthy, strong community. We will be focusing our efforts on building community in and around downtown Kingston by:

- i. Creating a comprehensive Welcome Strategy for new students, military families and newcomers to Kingston.
- ii. Developing a residential communications strategy to engage residents in and around the downtown core.
- iii. Support and encouragement of intensification and densification.
- iv. And by establishing downtown Kingston as a compact, walkable community.

**c. Strategic Priority Three: Cultivate active member engagement and collaboration to ensure the success and vitality of the downtown experience.**

- i. Create a structured support network for new businesses that consists of BIA staff, board members and experienced business owners who will serve as mentors for new businesses.
- ii. Improve business engagement process. This involves an overhaul of all member communication tools including the website, text and social channels, and member bulletins.
- iii. Publicly recognize member achievements. Acknowledge and publicly recognize the achievements and positive impact of individual members and businesses in shaping the downtown experience.

**d. Strategic Priority Four: Develop and support meaningful community events and programming to attract people to the downtown core.**

- i. Complete a detailed multi-year plan including timelines and budgets for winter décor asset management. Our winter assets are getting old and in need of replacement.
- ii. Planning and production of a 2025 summer music festival. Lots of exciting planning and partnerships already in the works for this.
- iii. Design and produce a winter event. In 2024, our main goal is to engage key partners in the planning and investment needed to develop a signature winter event that celebrates the Canadian winter experience and local Indigenous heritage, unique to downtown Kingston.

## 4. Upcoming Events

- a. Embrace the Season:
  - i. [Click to view Jan-Mar 2024 events](#)
- b. Full Calendar:
  - i. [2024 Downtown Kingston Events Calendar.xlsx](#)

## 5. Key Accomplishments

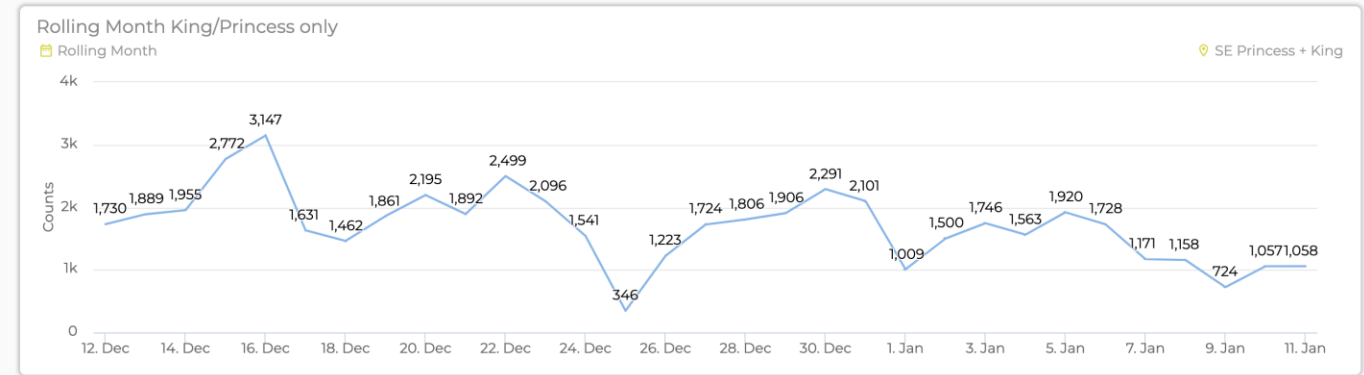
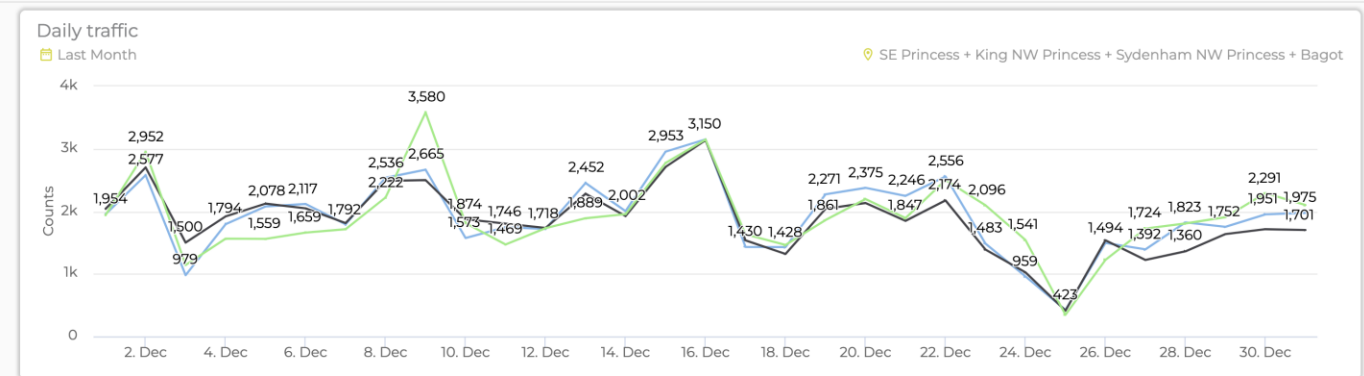
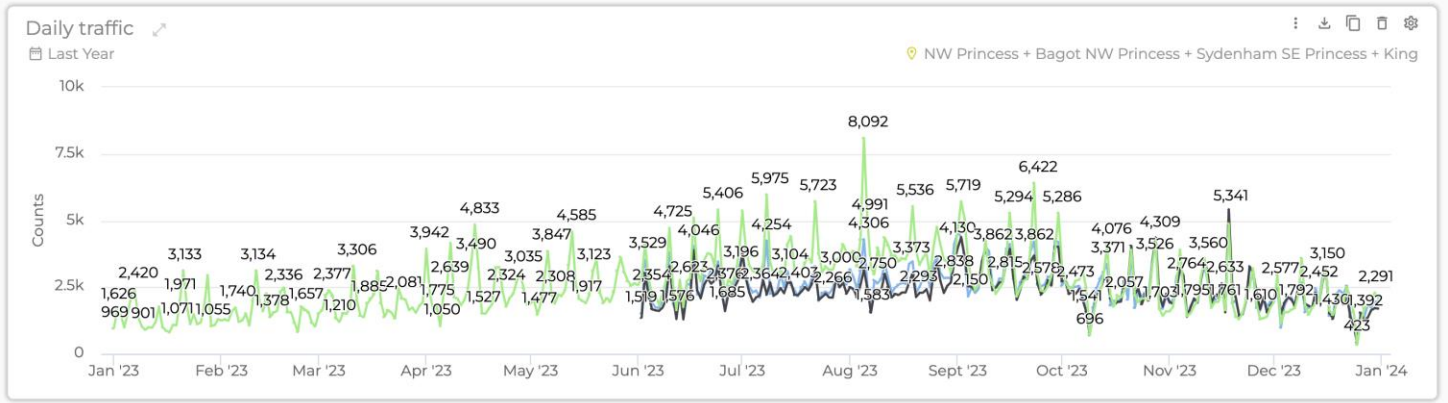
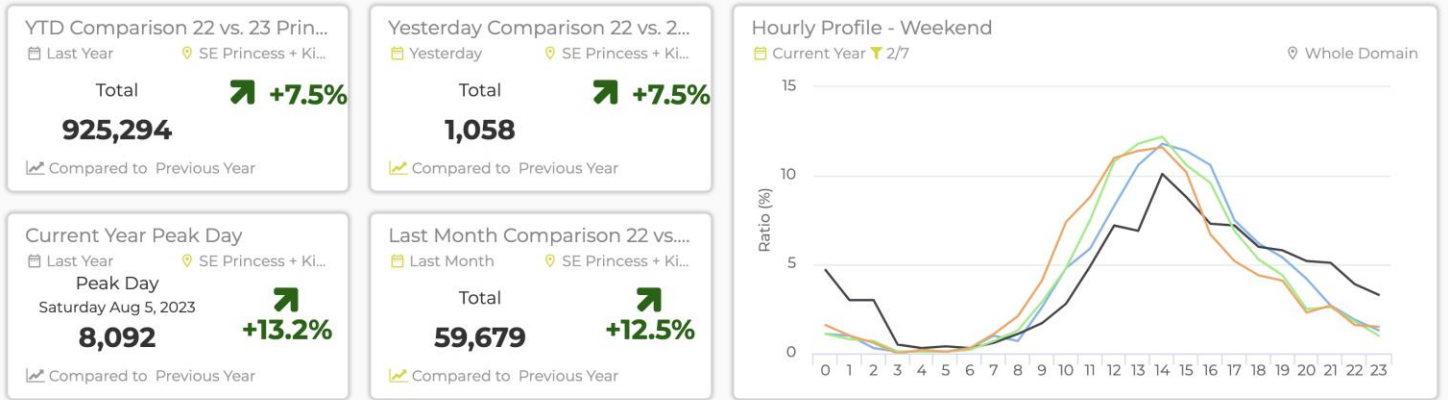
*Accomplishments the Board should be aware of and have not been captured elsewhere in the ED Board report. This section may include narrative and/or statistics but should not be an activity report.*

- Gift Card sales were our most significant accomplishment. Please refer to the document in your package. Katie Woodcock will review at the meeting.
- Foot Patrol Funding:

<b>Company</b>	<b>Status</b>	<b>Amount</b>
Braebury	Yes	\$5,000
CaraCo	Yes	\$5,000
Confed Place Hotel	Pending	
Cushman	Pending	
Hicks Morley	Pending	
Homestead	Pending	
KAP	Yes	\$3,500
Keilty	Yes	\$2,500
Keystone	Yes	\$5,000
Rogers Trainor	Pending	
Soloway	Pending	
Springer	Declined	\$-
Rolade Realities	Yes	\$5,000
Todd Shea	Yes	\$3,500
<b>Total</b>		<b>\$29,500</b>
Goal		\$50,000
Remaining		\$20,500

Scroll to next page for pedestrian counts.

# 8 Pedestrian Counts



Printed on January 12, 2024

For more details you can now access the Pedestrian Counter Dashboard on your computer.

Website: <https://www.eco-visio.net/v5/login>

User Name: BIABoard Password: DowntownKingstonis#1!