

BOARD OF MANAGEMENT MEETING

BOARD MEETING DATE: February 15, 2023

EXECUTIVE DIRECTOR REPORT

Submitted by: Marijo Cuerrier

1) COUNCIL/ CITY OF KINGSTON COMMITTEES

- a) None

2) BOARD

- a) We have completed 3 Board orientations to date. All groups were engaged and seemed to genuinely enjoy getting to know the BIA and each other a bit better.

3) TEAM/OFFICE

- a) Nayeli Salazar, who works part-time for the BIA as an Events Assistant is completing her last internship with us now until the end of the spring semester when she will join the events team full time. We are looking forward to having her on board!
- b) We are in the final stages of the hiring process for Member Services Coordinator. If all goes well, we should have our new team member in place in the next few weeks.
- c) Pete Gillespie will be on holiday for a few weeks in February and March. In his absence Sierra will oversee all Marketing initiatives with the assistance of senior staff.

4) PLANNING

- a) The events and marketing staff are working on a comprehensive production calendar for the first 6 months of the year, the deadline to be completed is the end of February. This is the result of our September Planning Retreat where we laid out 2023 plans and a key piece in improving timing and communication internally and externally.

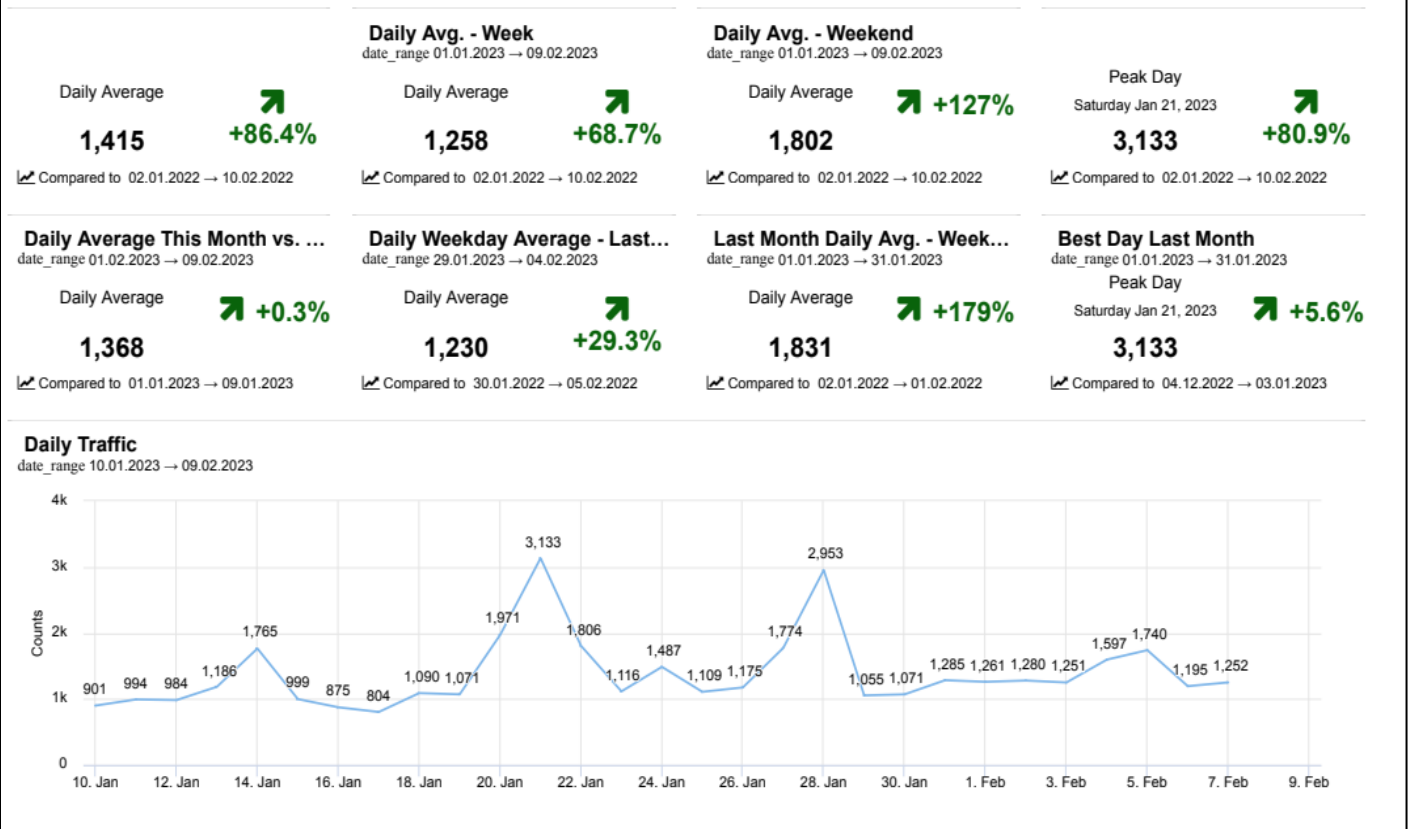
5) GRANTS

- a) Summer Student Grant and Ontario Student grant applications have been submitted. These grants are integral for the organization during the summer months when we execute the bulk of our events and need more staff.

6) PEDESTRIAN COUNTS

- a) Detailed report is included in the Board Package. As you can see, January daily counts are far exceeding 2022, but keep in mind that we were in lock down. To revisit January 2022 lockdown procedures, visit: <https://ogletree.com/insights/ontario-implements-new-lockdown-and-revised-covid-19-testing-guidance/>
 - b) January and February are historically our most challenging months, and an area we need to focus on.
 - c) You can see unusual spikes on the weekends of January 20 and 28th. The 20th was the first weekend of Optik. February 3 was extremely cold weather, thus the drop in numbers.
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January 1, 2023 → February 9, 2023



7) FINANCES

- a) We have completed the budget for review. It is in your package.
- b) We have hired a bookkeeper to set QuickBooks up for 2023. We will run QuickBooks mirroring the City financial team until we either move fully to the City for financial oversight or to an independent bookkeeper.
- c) In the meantime, a bookkeeper that I am interested in working with is auditing our bookkeeping practices to recommend ways to improve.

8) SAFETY & SECURITY

- a) As many of you know, the Mounted Police Force here in Kingston has been cancelled. This is a significant blow to the safety and security of downtown Kingston. When Murney was in operation, it guaranteed an enhanced police presence in the downtown core that was easily accessible. We currently have little police presence in the downtown core and by admission from Kingston Police, crime is weighted heavily in this area. There is a cost breakdown in your board package for the Mounted Unit from 2020, 2021, 2022.
- b) I have met with Interim Police Chief Fraser. Here is a list of items that we spoke about:
 - i) Downtown liaison is effective. Can we reignite this and have a backup plan for when they are not available?

- ii) Anthony Colangeli is a good fit down here. He knows the shop owners; he is highly effective with the street involved
 - iii) Volunteer Police Services – could we enlist them for as many hours as they are willing?
 - iv) Platoon representatives for downtown?
 - v) Offered that officers use our offices as a homebase when they are downtown (eat lunch, check email etc.)
 - vi) Bike racks on cruisers
- c) We have reignited the Clean and Safe Advisory Working Group and are recommending that it be changed to a committee that reports directly to the Board. Our first meeting is set for Feb 14.
- d) I met with Mayor Paterson and CAO (Chief Administrative Officer) Hurdle recently to discuss the declaration that council approved of making Mental Health and Addictions an Emergency to understand more fully what that means. Both conversations led to ways to advocate for change to the Provincial Gov't - including using our relationship with OBIAA (Ontario Business Improvement Area Association) to leverage the message for downtown cores. This needs to be discussed at the board level. I have an upcoming meeting with Krista LeClair, Executive Director of KAP (Kingston Accommodation Partners) for discuss their advocacy efforts thus far.

9) BEAUTIFICATION

- a) Holiday Décor will be taken down fully by the week of March 6th with the help of contracted services
- b) Celebrate Summer décor will go up in May.
- c) Summer Plans for Springer Market Square is being planned with the City and Tourism Kingston
- d) The City has taken back responsibility for florals in the downtown core apart from Flower baskets on poles. We have contracted this out once again this year
- e) We have onboarded 2 new Street Crew members to help cover a full schedule 7 days a week. They have done an excellent job keeping the intersection curbs and OPTIK clear of snow and ice, as well as managing garbage over and above what the municipality does.

10) COMMITTEES AND WORKING GROUPS

- a) We have included in your package our recommendations for this term's committees and advisory working groups.

11) EQUITY, DIVERSITY, AND INCLUSION

- a) I am taking part in the testing phase of the 'Unleashing LMS At Scale' project which offers a selection of **34 free equity, diversity, inclusion, and skills development** courses and resources. Content will include topics such as navigating difficult conversations, how to be more inclusive in your communication, reflecting on cultural bias, and calling out racial discrimination. The feedback gained will influence content curation and IT integration decisions to further improve and develop the learning platform.

12) PARTNERS

- a) We continue to work with Tourism Kingston and The City of Kingston Public Works and Rec & Leisure on planning of public spaces and the summer experience.

13) SPECIAL PROJECTS

Waawaateg: We have secured Lumina for the fountain installation, chosen 4 artists and storytellers with one last submission coming. The schedule for this installation is as follows:

Monday, February 13 - Thursday, March 9

- Art Installation Creation
- Storyteller Audio Recorded

Friday, March 10

- Installation

Saturday, March 11

- Installation Opening Ceremony

Friday, March 31

- Installation Teardown

Sydenham St summer activation: We are in talks with the producers of the Skeleton Park Arts Festival and a representative of the biking community about a collaboration involving semi-permanent street murals that would be installed on the weekend of the festival, June 24-25.

168 Wellington St.: 3 Artists have been chosen to submit an Artist Statement of Interest. The Statement of Interest is a two-stage process:

- Stage 1 includes selected artists being invited to submit a Statement of Interest and
- Stage 2 includes selected artists being invited to submit a Detailed Proposal.
- All submissions in Stage 1 and 2 will be reviewed by a Jury made up staff from CaraCo Group of Companies and Downtown Kingston BIA.
- Artists must create a work specifically for this call.
- Budget: \$50,000 + HST
- Submission Deadline for Stage 1 Statement of Interest: Wednesday, March 10, 2023, at 3:00 PM (EST)

This project has yet to secure funds.