

Executive Directors Report

Board of Management Meeting: February 21, 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. Josh Morgan has been hired as our new Welcoming Streets Steward. To read a bit more about Josh, click here: <https://member.downtownkingston.ca/en-ca/memberhub/new-welcoming-streets-steward-josh-morgan>
- ii. Pete Gillespie has begun transitioning to his new role of Director of Business Development and Communications.
- iii. Faith Casselman, our new Marketing Manager has been working on a production schedule for the organization using an app called Monday. This will greatly improve internal communication and time management for all projects. Many staff are already using the app, and the remainder will be trained on it this coming week.
- iv. Katie Woodcock has taken on the responsibility of Member Services while she continues to cover for Angela's maternity leave. Her new title is Operations and Member Services Coordinator. Katie proved to be a valuable asset during the launch of the new gift card, engaging the membership and keeping track of a logistics efficiently. She has taken over production of the Member Bulletin, will be working on the CRM, welcoming new members, connecting with current members and tracking members in general.
- v. The team is meeting biweekly to focus on the 2025 music festival. The tentative date is August 21-24, 2025. A draft schedule for the weekend, stage locations, activities and partners are all in the works.
- vi. We were successful in raising funds for the pilot foot patrol project in downtown Kingston. There is a [staff report](#) in your package.
- vii. The 2023 audit is being done right now. It will be the first time that KPMG has done our audit using our new bookkeeping company, so it may take a bit longer than normal. Once it is complete and reviewed by the Finance Committee, the Executive and Board I will schedule a Spring General Meeting to present for approval to the membership. This will be the beginning of a new schedule for AGMs – the spring meeting being where the audit will be presented, rather than November. My hope is that this will alleviate the pressure on an already busy holiday season for everyone and allow the membership to see financials much sooner in the year.

b. External

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

Ontario and Market Street Traffic Study

Thank you to everyone who was able to attend the Ontario and Market Street traffic study presentation by the City of Kingston. It was an informative meeting. The Downtown Kingston BIA and the Community Spaces Advisory Working Group will continue to be involved as this project moves forward. [For more information click here.](#)

Conference Centre

On Tuesday, February 20th, City council will be considering issuing a request for proposals for the building of a conference centre in downtown Kingston. Read more here: <https://www.thewhig.com/news/council-to-consider-seeking-proposals-for-kingston-conference-centre>

Commercial Land Review

As part of the Commercial Land Review, the City's consultant team will be undertaking a consumer commercial survey to better understand the shopping patterns of Kingston residents and visitors. This survey will help inform our analysis and guide our recommendations for commercial land use policy in Kingston. [Take the survey by March 15](#)

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. Grants and Awards: It is grants and awards season, and as a result a few staff members are occupied writing proposals. See your package for grants and awards we are working on.
- b. The following committee and advisory meetings were held since we last met:
 - a. Accommodations Advisory Working Group (draft Notes in package)
 - b. Business Development Advisory Working Group (draft Minutes in package)
 - c. Clean & Safe Committee meeting (draft minutes, staff report, Welcoming Streets and Crime Stats in package)
 - d. Finance Committee (first meeting, draft minutes are in your package)
 - e. Active Transportation Working Group
 - f. Community Spaces Committee Meeting
- c. Solar Eclipse is happening on April 8th and Kingston is in the path of totality, which is a big deal. Tourism Kingston has spearheaded a comprehensive brand and program for the event and there will be several viewing areas throughout the city. We are working on finding places where the sun will be able to be seen at the time that it is in total eclipse mode. Once we have those nailed down, we will be including them in member-facing and visitor-facing communication with details. There will also be an Art After Dark event on Friday, April the 5th with a Solar Eclipse theme.
- d. The Leon's Centre has been rebranded the Slush Puppy Place. [Click to read more.](#)

3. Progress on goals/strategic plan implementation

Our strategic plan road map for 2024 will be presented to the board in the March meeting, based on the strategic objectives outlined in the January ED report.

4. Upcoming Events

a. 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.

We have introduced a new communications process aimed at strengthening internal collaboration. As part of this initiative, we encourage staff to share their achievements, progress, and updates throughout the work week using a dedicated Teams channel. This will help everyone stay informed on what's happening across departments. Even though this is operations focused which is not usually something that the board is regularly updated on, but I thought it might help to keep you informed as well. A report will be included in the board package each month. Let me know what you think: [2024 January-February Staff Achievements.pdf](#)

8. Pedestrian Counts

Pedestrian counts are now included as a report in your board package.

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

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

User Name: BIABoard Password: DowntownKingstonis#1!