

# EXECUTIVE DIRECTOR REPORT

## BOARD

You will have received an email regarding small group board member meetups to work on improving board engagement for 2022 and to set the stage for next term. I am looking to you, the board, for direction on how to improve our board meetings and board engagement so that 2022 and the next term are times of growth, celebration and success at the BIA.

## TEAM/OFFICE

A team-building and planning session is booked for late April for all staff. We will be off-site for 2 nights, with three 4-hour planning sessions focused on the overall direction of the organization. The office will be open during this time, with a person taking care of the front desk.

Office space overhaul is planned for some time in the spring. Michele will be the lead on this. The Boardroom may be turned into a multi-use space.

## PLANNING

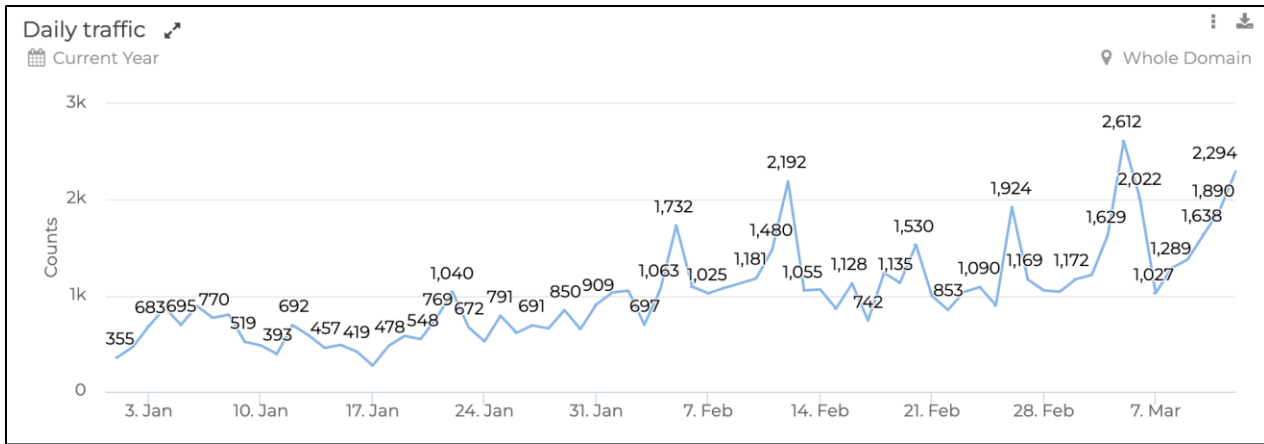
Expanded patio application was approved at Council on February 15<sup>th</sup> and we have begun to receive applications. There have been many concerns brought forward from members about the cost of expanded patios, and I have heard of a few of the more successful expanded patios that are not applying as a result. The agenda has a discussion item about the possibility of subsidizing the program, or reaching out to our partners to sponsor it, in part or in full.

Our team planning meetings have been very successful. You will see the results of some of them in a staff report asking for approval to revise our Mission, Vision and Value. We will continue to meet weekly to map out the direction of the organization as we prepare for the launch of the new brand and website.

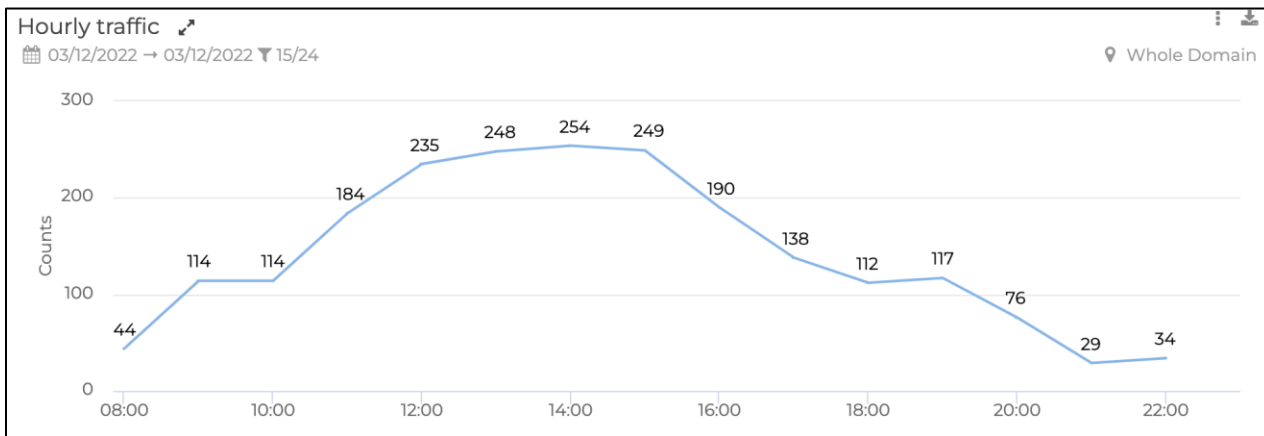
## PEDESTRIAN COUNTS

See below for YTD pedestrian counts as well as a snapshot of weekends in March. I'd like to hear your thoughts on this in the board meeting.

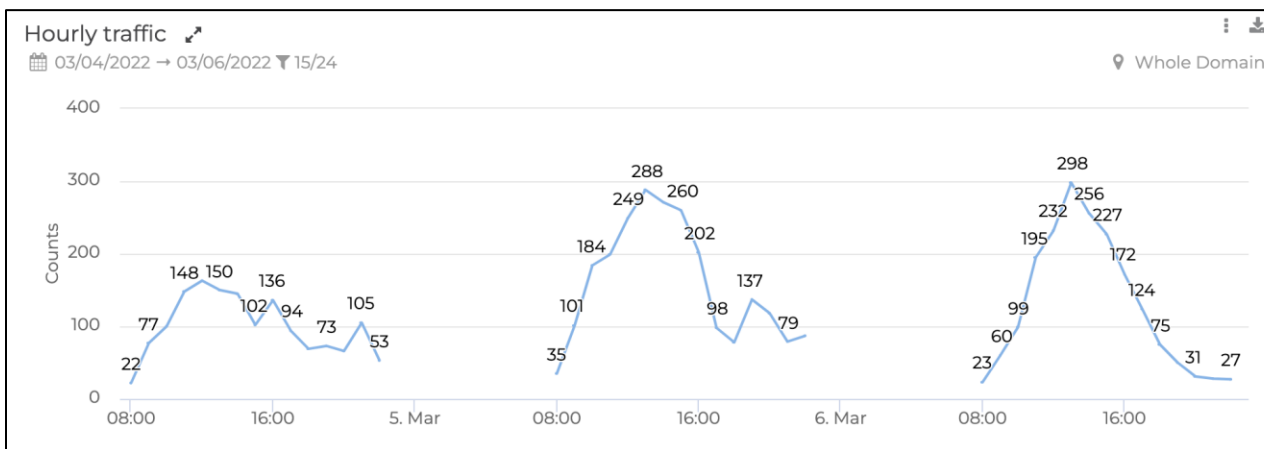
January – March 13



### Saturday March 12: 8 am – 8 pm



### Friday, March 4<sup>th</sup> 8 am – Sunday March 6<sup>th</sup>, 12 midnight



## FINANCES

I was hoping to present at least one of our departments detailed budgets for this meeting, but there is still a bit more work to be done with the City. We have been

working on getting our new format budget into the system and coding it appropriately so that department heads can easily track their budgets.

I am confident it will be ready to share in April. If it is, by chance ready for this board meeting, I can share the overview if time allows, and then in April the heads of each department will go over their budgets in more detail.

## SAFETY & SECURITY

The Downtown Improvement Plan went to Council on March 1st and was approved unanimously. Delegations were done by myself and Megan Knott from Tourism Kingston as well as Bhavana Varma from the United Way. A copy of the Downtown Improvement Plan is included in your package for review and is a topic of discussion on the agenda. There are many significant wins in this report for Downtown Kingston. I encourage you to take time to read it prior to the board meeting so that we can discuss.

Homelessness Collective Impact Committee – there is no update on this committee as a meeting or 2 have been delayed. I will be able to report more next month.

## BEAUTIFICATION

Garbage and Trash improvement – I have a followup meeting schedule with Brad and Karen from the City and will be presenting a few ideas from my research on the topic. A report should be included in your package after this Monday's meeting.

## COMMITTEES AND WORKING GROUPS

Advisory Working Groups Activated: Clean and Safe, Member Services, Accommodation, Development & Intensification, Retail

Advisory Working Groups still to be Activated: Marketing, Food & Beverage, Arts, Entertainment & Experience, Service-based, Professional/Office

List of Advisory Working Groups still to start up: Food & Beverage, Art's-Entertainment & Experience, Service-based, Professional/Office

Round Tables – An *Extended Patio AWG* is scheduled for next week to talk about some of the challenges members may be having and looking for solutions, with the goal to remove as many barriers as we can for members that feel an extended patio would be beneficial to the success of their business and to the overall downtown experience.

A *Rochleau Court* Special Meeting is booked for March 23<sup>rd</sup> with businesses that are located in or close to the court to discuss ways to enliven this unique destination in the downtown core.

## EQUITY, DIVERSITY, AND INCLUSION

I am looking for the boards support in hosting an LGBT+ workshop for our staff and board and in offering a free LGBT+ introductory workshop at the end of April to our members and their employees. As the organization works towards our Rainbow Registration. Once member businesses complete the introductory workshop, they can decide to become rainbow registered and work directly with the CGLCC. Both offerings are put on by the Canadian Gay and Lesbian Chamber of Commerce. There is a motion on the agenda.

This is a continuation of the exploration of the BIA being able to offer comprehensive EDI and customer service training for our members. I will continue to work on this file this spring and hopefully make a recommendation to the board in Q2.

## PARTNERS

CITY OF KINGSTON, TOURISM KINGSTON, KINGSTON ECONOMIC DEVELOPMENT, OBIAA

Nothing of significance to report.

## SPECIAL PROJECTS

1. Indigenous Relations:
  - a. Land Acknowledgement: Working with Grandmother Kathy on this. Nothing to report this month
  - b. Story Chair project: Meeting with Kimberly DeBassige regarding applying for the City of Kingston Arts Grant. CKAF Project Grants support arts projects from individual professional artists, collectives, and incorporated non-profit organizations that meet the CKAF objectives. Projects must demonstrate engagement with the Kingston community and engage professional artists and pay artist fees. Applicants are evaluated on artistic contribution, benefit to community, viability, and innovation. \$5,000 - \$15,000 for a period of eighteen months from July 2022 to December 2023. [Click for more info.](#)
  - c. Sacred Fires: There has been no activity on this file.
2. Policies & Procedures
  - a. A Policy & Procedures package is being presented by myself and Michele at a special meeting of the Executive Committee on Tuesday, March 22<sup>nd</sup>. Once it has been reviewed by the Executive Committee, the Governance committee will be given this spring to review, revise and provide a finished report for the board.

## MEDIA COVERAGE

Since arriving last May, we have been tracking all media where Downtown Kingston is mentioned (positive, negative and neutral. Over the last few weeks all staff members have been

participating in an online course to improve the quality of our media releases. You should start to see a significant improvement in the quantity of releases in 2022.

[CLICK HERE TO VIEW MEDIA COVERAGE.](#) This is a live link, so you can bookmark it and check it anytime.