

EXECUTIVE DIRECTORS REPORT

BOARD MEETING DATE: April 26, 2023

Submitted by: Marijo Cuerrier

1) COUNCIL/ CITY OF KINGSTON COMMITTEES

Delegations: No Activity

Committees: No Activity

OBIAA Conference:

- Christine and I attended a 3-day OBIAA Conference in London. We both attended several sessions listed below. This is a great conference for connecting with other BIA leaders across Ontario as well as the opportunity to listen to some powerful Keynote Speakers.
 - KEYNOTE SPEAKER: Paul Kalbfleisch | PAUL Consulting Inc.
 - GREETINGS: from The Honourable Minister Victor Fedeli > Ballroom the Honourable Minister Victor Fedeli | MEDJCT
 - Municipal Session: How BIAs Contribute to Community Economic Development
 - BIA Board Session This Professional Development Session is being held exclusively for BIA Board members.
 - Municipal Session: How BIAs Contribute to Community Economic Development Stephen Morris | OMAFRA
 - Tour of Dundas Place by City of London: Jim Yanchula & Ryan Craven
 - The City of London has created a flex street in the heart of downtown. This tour will include an explanation of the design features that lead to a successful flex street as well as other features that supported CAAP initiatives, the Dundas Place field house will be explained, as well as the Ambassador program which supports the running of this street.
- Property owner Jay Abramsky attended the first day of the conference with us and was able to listen to the Keynote Speaker.

2) BOARD

- a) The Strategic Planning session went very well. Thank you to those that were able to participate. Suzanne, the facilitator, will be running 2 more sessions with myself and senior staff to review the results and develop a Strategic Plan with actions and measurables for the remainder of 2023 to June 2026. A draft will be delivered to the Board and our partners early in June.
 - b) Committees:
 - i) Recommended committees and Advisory Working Groups for this term will be discussed with my team this coming week. I was hoping to have recommendations for this board meeting but need a bit more time.
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ii) We have successfully facilitated the following Committee and Advisory Working Groups this past month:

- (1) Clean and Safe Committee
- (2) Community Spaces Ad-Hoc Committee
- (3) Retail AWG

3) TEAM/OFFICE

- a. Summer Student hires are almost complete. This year's students will not be responsible for street cleaning but will be focused on event execution and marketing content creation. Thank you to Pete and Sandi for taking the lead in the hiring process.

4) PEDESTRIAN COUNTS

- a) Detailed report is included in the Board Package. [Click for a direct link.](#) Pedestrian counts continue to exceed 2022 with weekday average up 24% and weekend average up 36% YTD. Once again, Sundays continue to be in the top 3 busiest days of the week. A trend that would be important to business owners dependent on foot traffic.
- b) Notice the spike on Saturday, April 15th due to the high temperatures.

5) FINANCES

- a) **2022 Finances:** December reports have been received from the City. I am hoping to be able to review and share these with you at the Board meeting.
- b) **2023 Finances:** Ego Bookkeeping has taken over our account and is working with the City to transfer all 2022 numbers into the new system. We will see our first quarter reports at the May Board meeting if all goes as planned.

6) GRANTS

- a) **Winter Programming Grant:** We are seeking grant funding through Experience Ontario 2023. Applicants are eligible to apply for a grant of up to 50% of total eligible costs to a maximum of \$125,000. To review the application, click here: <https://forms.mgcs.gov.on.ca/en/dataset/on00525>.
- b) **Summer Student Grant:** We have received confirmation of funds for the Canada Summer Jobs of approximately \$20,000 to help with summer student wages.

7) SAFETY & SECURITY

- a) For the most recent update please refer to the [04-20-2023 Clean and Safe Meeting Notes.pdf](#). I am happy to expand on these notes at the meeting if required

8) BEAUTIFICATION

- a) **Florals:** The City of Kingston is designing and installing large flower planters in the downtown area this year. Over 100 Flower baskets will be installed just before the May long weekend throughout downtown, as well as 12 planters in Rochleau Court, funded by the BIA.
- b) **Cleanliness:** There is a marked difference in the cleanliness of the downtown streets this spring. This is due to a lot of hard work from Public Works and our Street Crew. We expect to see continued improvements over the summer months. Garbage receptacles are being repainted, recycling receptacles are being refurbished or replaced with new ones, Big Belly compactors are being installed (you can see one at the VIC). More presence of 'Mathieu' the Street Cleaning machine on the sidewalks and streets.

9) PARTNERS

- a) The Downtown Activation of Spaces consultation, commissioned by Tourism Kingston and in partnership with the City has been completed. The BIA Ad-Hoc Community Spaces Committee is recommending approval of the [project plans](#) to the BIA Board. We are waiting for direction as to the next steps from TK and the City.

10) SPECIAL PROJECTS

- a) **Waawaateg:** 3 of the Waawaateg art pieces will be moved to the small park space on the north side of Springer Market Square for the summer, creating a peaceful space for reflection and possible activities.
- b) **Sydenham St summer activation:** See [Sydenham St Layout](#). This project is in the final stages of planning, with a proposed start date of May 12 to Sept 11, 2023.
- c) **168 Wellington St.:** We have received 3 artists statement of interest. Caraco has reviewed. The next stage is to secure funding.
- d) **Urban Bike Racks:** Bike racks have been installed just east of Pan Chanco. The official launch will be in the next few weeks, we are just waiting for Tourism Kingston to wrap the solar tower. Once that is complete, there will be an official launch for the installation. They are already being used by cyclists, which is a good sign!