

Executive Directors Report

Board of Management Meeting: April 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

- **Summer Student Grant Confirmation:** We have received a \$32,100 grant from Canada Summer students that allows us to hire 6 students for the summer months. This is the highest amount this BIA has received from this grant. This is great news for the Marketing, Events and Member Services teams as it allows them to move forward with several projects that will help us to achieve objectives for the strategic plan. Students will be onboarded May.
- **Welcoming Streets:** In the final stages of hiring a part time Welcoming Streets Steward so that we can offer services 7 days a week. And we have interviewed a potential intern for the program for May/June. The AMHS Steward has been hired and will start May 15th.
- **CRM:** We will be moving our member database to a CRM built by OBIAA. The switch will be taking place over the next couple of months with Katie as the lead. This will greatly improve our ability to communicate and keep track of our members effectively.

b. External

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

- **Patios:** Following a period of increased engagement of patio operators over the winter regarding the new patio application standards patio season is upon us. Many familiar sidewalk patios are already up and running. This year any patio operator that wants to use a parking spot for a patio (pop-up patio) has 2 choices: rent a patio platform from Patios Inc. or build-your-own patio. There are pros and cons to both choices but in general, the trend seems to be that patios that successfully used the pop-ups over the last few years are booking and investing in them this year, but those that struggled to maintain high traffic are not investing.
- **Ice Rink:** This past week or so, the City of Kingston, Tourism Kingston, and our team collaborated to install a temporary synthetic ice rink in Springer Market Square's Amphitheatre. City staff has been exploring outdoor ice rink solutions since 2023, and this installation is an exciting opportunity for the community to try artificial ice and enjoy skating during a typically dreary month. The rink will be open from April 4th to April 24th and is free to use. Open daily from 8

a.m. to 10 p.m. and can be accessed by people with mobility challenges by using the ramp on the north side of City Hall. This project aims to engage the community in a fun experience while also gathering valuable feedback on the potential use of synthetic ice rinks in Kingston.

- **Gift Cards:** Katie will be doing a short presentation at the board meeting to talk about the success of the gift card program and some new features she and the marketing team are working on.

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.

- I attended the following partner, committee, advisory and planning meetings since we last met:
 - Welcoming Group Strategy
 - Tourism Kingston Board of Directors Ex-Officio
 - Clean and Safe Committee
 - KAP Board Meeting Ex-officio
 - Sydenham Envisioning Meeting
 - Community Safety Task Force
 - Humane Society Planning
 - Waawaateg 2025 Planning

3. Progress on goals/strategic plan implementation

Nothing new to report currently

4. Upcoming Events

Event name	Event Start Date	Event End Date	Event Type	Third Party/Location
APRIL				
Solar Eclipse Art After Dark	Friday, April 5, 2024	Friday, April 5, 2024	BIA Production	Downtown Wide
Solar Eclipse Safe Viewing Spaces	Monday, April 8, 2024	Monday, April 8, 2024	BIA Production	Downtown Wide
Tourism Week	Monday, April 15, 2024	Friday, April 19, 2024	Recognized Days	
Passover	Monday, April 22, 2024	Tuesday, April 30, 2024	Recognized Days	NA
MAY				
Homegrown Live	Saturday, May 4, 2024	Saturday, May 4, 2024	Third Party Production	Downtown Wide
Stories in the Square	Thursday, May 16, 2024	Thursday August 29, 2024	Third Party Production	Springer Market Square
National Tourism Week	Sunday, May 5, 2024	Saturday, May 11, 2024	Recognized Days	NA
Mother's Day	Sunday, May 12, 2024	Sunday, May 12, 2024	Recognized Days	NA
Bistro in the Square Launch	Monday, May 13, 2024	Friday, May 17, 2024	BIA Production	Springer Market Square
Celebrate Summer Launch	Friday, May 24, 2024	Friday, May 24, 2024	BIA Production	Downtown Wide
Summer Fun on Sydenham Launch	Thursday, May 23, 2024	Tuesday, September 3, 2024	BIA Production	Sydenham Street

Montreal St Collective Vintage Market	Sunday, May 26, 2024	Sunday, May 26, 2024	Third Party Production	Montreal Street
Spring Reverb	Thursday, May 30, 2024	Sunday, June 2, 2024	Third Party Production	KPP

- 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.

1. Successful Launch of Blooms – the Flowerbed Project
 - a. Numbers to-date
 - i. Confirmed Corporate Sponsors: 14
 - ii. Pending Corporate Sponsorships: 3
 - iii. Confirmed In Memoriam: 2
 - iv. Confirmed Volunteers: 5 + Horticultural Society
 - v. Waiting for Response: 3
 - vi. Still to reach out to them: 3
2. Completion of a \$250K grant application
3. We have secured 34% of our projected additional revenue for the year.

8. Pedestrian Counts

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

1. Here is the link: [04-12-2024 Pedestrian Count Report.pdf](#)
2. 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!