

# EXECUTIVE DIRECTOR REPORT

## PREAMBLE

2021 is finally over and we are already 3 weeks into the first month of the year. Most of the staff are working from home and keeping in touch through bi-weekly staff meetings, budget meetings, geek scrums, and planning sessions. Any staff that are in the office are rapid testing 3 times weekly. We are all triple vaccinated, including our street crew.

Surprisingly, even though we are all in different locations, the team is really starting to work well together. We seem to have found the perfect blend of talent, personalities, experience – and most importantly humour. While each department work on priority projects we also are all contributing to long-term planning for the year.

While IMPULSE starts off the year with a bang, I am confident that 2022 is going to be a year to remember for all the right reasons.

We look forward to working with each of you, our board members and partners this year and thank you in advance for dedicating time out of your schedules to represent the broader membership and partner organizations and to advise us we will work to create a spectacular 2022 in Downtown Kingston!

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## PLANNING FOR 2022

We have partnered with Tourism Kingston for the planning, execution and marketing of Kingstonlicious this year. We are looking forward to a very successful event. Because of the partnership, we can finally begin to jump ahead a bit and focus on planning further ahead for the remainder of the year.

We had our first planning session for 2022 events this past week, beginning with Summer in the City (working name for LKM 3.0). We have a second planning session scheduled next week where we will layout a skeleton schedule, which will be presented at our first Member Roundtable in early February. We will present the concept for the summer season to the board in February.

A 'Member Roundtable is a casual forum that I will be using this year to engage members in the planning of events and promotions, open conversation and build member relationships. I hope you will join us. The Eventbrite invitations will be in next week's Member newsletter, but here is the link to register: <https://www.eventbrite.ca/e/244143809707>

## FINANCES

Each department will have completed detailed department budgets by the end of the month which will allow us to forecast and track our spending much more easily in a master budget spreadsheet. If you are curious about more details on our spending, please don't hesitate to make an appointment with me where we can go over it in detail.

We have applied for a My Main Street Grant for an 18 pod Bike Locking station for the parking lot at Ontario and Brock, scheduled for install this coming spring if we secure the grant. This is a pilot project, but if all goes well, we will work with our partners to continue to install more throughout the downtown core.

Reconnect Grant was just released. We will be applying for funding for Summer in the City Programming.

## REBRAND AND WEBSITE

We have completed the surveying of community for the rebrand and have been presented with a positioning statement and direction. I am hoping to be able to share something with you at February's meeting.

## THE VULNERABLE IN OUR COMMUNITY

I continue to engage in The Downtown Improvement Working Group hosted by Lanie Hurdle and the Homelessness Collective Impact Committee hosted by United Way and Public Health. Both groups are working on medium to long term solutions to address some of the struggles that our community experiences with individuals struggling with homelessness, mental health or addictions challenges.

I will be hosting a Roundtable for our members on Wednesday, February 2<sup>nd</sup> at 6pm called Vulnerable People in the Downtown Core. A few members of the social services community as well as City representatives will be presenting short synopsis of their work on this topic and will be available for questions. I encourage you to join us. You can sign up here: <https://www.eventbrite.ca/e/244154110517>

## STREET CREW 2022

I am happy to share with you that our pilot program, which involved hiring individuals that were struggling with homelessness to work for the BIA as street crew, has been very successful. We will be offering all 3 individuals parttime contract work until August of this year, funded fully by the City of Kingston. I hope to feature Suzzie, Lennie and Roger in an upcoming blog so that our members can meet them.

## COMMITTEES AND WORKING GROUPS

The schedule of meetings for committees and working groups is complete. Invitations will hopefully be out by the Board meeting.

We are requesting quotes on the completion of Policies and Procedures for the organization. We realize that it is a large commitment of time and energy and feel a contractor would have a better chance of completing the project in a timely manner than a committee. Once they are complete, they will go to the committee for review and then onto the board for final approval. I am hoping to have this project complete by summer.

## EQUITY, DIVERSITY AND INCLUSION

I will be reengaging KEYS, OTEC and LGBT+ Chamber of Commerce on EDI policies, certifications and betterment overall for the downtown community. Once I have something solid to share, I will bring it to the board for review.